

Member Bites: WFA Activities for Week Ending May 1, 2015

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European Commission meeting

Representatives from the Australian Government and WFA met with the European Commission in Brussels on Monday to discuss market access issues between the European Union and Australia. In addition, it was agreed to try and cooperate to gain approval for wine additives in China and Japan.

Contact: Tony Battaglene – 0413014807, tony@wfa.org.au

Wine Export Approval Report – MAT to March 2015

In the 12 months ended March 2015, the volume of Australian wine exports increased by 3.6% to 711 million litres – the highest since 2011. The value of Australian wine exports increased by 3.9% to A\$1.85 billion while the average value of total exports increased by 0.3% to \$A2.60 per litre. Australian wine was exported to 123 countries by 1,385 exporters, 35 more than the previous year. More exporters recorded volume growth compared to those in decline (890 in growth v 802 in decline). The number of products exported grew from 16,308 to a record 17,387, with the increase spread across a cross-section of companies and markets. See Wine Australia's website <http://www.wineaustralia.com/>.

Contact: Katrina Edillor – 08 8133 4308, katrina@wfa.org.au

Country of origin labelling industry consultations

WFA is attending the Adelaide Country of Origin Labelling industry consultation on May 5. The Government's intention is for alcohol to be exempt from the new mandatory labelling requirements – a position that represented a win for industry following WFA advocacy for wine's exemption. Wine is in the unique position of already having mandatory country of origin labelling requirements enshrined in legislation. WFA will advocate for wine's continued exemption from any new or additional labelling requirements.

Contact: Melissa Cheesman-Faull – 08 8133 4312, melissa@wfa.org.au

Entwine Refresh discussion paper

An [Entwine Refresh Discussion Paper](#) has been released to get feedback about the next phase of the national environmental assurance program. There's also a number of consultation meetings being held in different wine regions around the country and WFA members are invited to attend to have your say or provide written feedback online. It's important to ensure any changes made to Entwine add flexibility to the program, prepare it for growth and ensure it continues to meet the needs of our stakeholders, including our customers, now and into the future. See [here](#) for the discussion paper and meeting details.

Contact: Damien Griffante – 08 81334306, damien@wfa.org.au

More trade and events programs on offer: Wine Australia has a range of user-pays activities for wine brands, exporters, importers, regions and states to promote product at home and abroad. There are over 50 activities to

choose from in 16 markets, from trade tastings and masterclasses to sommelier and trade immersions. Also, Wine Australia has flagged the guide will be released quarterly rather than once-a-year. See [here](#). Contact: Anna Harvey 08 8228 2019, market.programs@wineaustralia.com

Rabobank Agribusiness Monthly Report April 2015

The Chinese market for imported still bottled wine, Australia's fourth largest export market, continued to display only modest volume growth in 2014. Bottled wine import volumes grew by 3.3% over the course of the year, but their corresponding value fell for the consecutive year, on this occasion by 1.1%. Bulk wine imports into the Chinese market fell by 8% in volume terms, with most major supplier countries registering declines. Average bulk wine prices fell sharply by 30% on the year prior to their lowest level since 2007. See [here](#) for the full report. Contact: Katrina Edillor – 08 8133 4308, katrina@wfa.org.au

Got to be in it to win it

Australian Farmer of the Year Awards celebrate innovation and sustainability by individuals across the country and their role in safeguarding the future of the nation's primary industries. These awards are presented by the Kondinin Group and ABC Rural, with applications due June 26. Among award categories this year are Horticultural Grower of the Year, Diversification Farmer of the Year, Young Farmer of the Year (age 18-35), Biosecurity Farmer of the Year (plant category) and Agricultural Student of the Year. Go [here](#) for details.

OIV update

WFA attended meetings of the International Organisation of Wine and the Vine (OIV) last week. One of the key issues being addressed is a review of the OIV labelling standard. This review will simplify the standard and will contribute to a broad European Union Review of their labelling standards.

Contact: Tony Battaglione – 0413014807, tony@wfa.org.au

Health campaign recognised

DrinkWise and its agency Clemenger BBDO won silver at the APAC Eiffe Awards in Singapore (youth category) for the *How To Drink Properly* social marketing campaign which is getting the message through about responsible consumption. After just 3 months, a third of 18-24 year olds who saw the campaign reported drinking less. Contact: Alexia Deegan – 08 8133 4303, Alexia@wfa.org.au

Network Partners on board

WFA is pleased to welcome Network Partners for another year, Sue Mills from IMCD Australia and Jason Amos from Lallemand Australia. IMCD Australia is a distributor of specialty raw materials, food ingredients and processing aids in Australia and New Zealand. See www.imcd.com.au for information. Lallemand Australia is a privately held Canadian company specialising in the development, production and marketing of yeast and bacteria for the oenology industry. See www.lallemand.com. Both organisations have been long-term Network Partners of WFA. Contact: Yvonne McClaren – 08 8133 4314, yvonne@wfa.org.au

WineTech accommodation special

WISA has negotiated an accommodation package with Accor Hotels for delegates attending the upcoming 2015 WineTech trade show which is on at the Adelaide Showground from July 14-16. See [here](#) for accommodation details. Contact: Matthew Moate – 0409 783 221, eo@wisa.org.au

Electricity & gas small business buying group

Comments from recent surveys relate to the cost of power. WFA/Entwine members are invited to tap into the Bulk Energy offer to source suppliers for small businesses based on a group buy. Bulk Energy will also do a no obligation free assessment of a winery's energy bills. See [here](#) for details. Contact: Yvonne McClaren – 08 8133 4314, yvonne@wfa.org.au

Wine comedy set to air

The satirical *Plonk* has finished filming across SA, with many winemakers and venues featured. See the trailer [here](#). The true star of the show is the wine and hospitality industry, with around 30 different locations for 6 episodes, with cameos from Robert Hill Smith, Stephen Henschke and Chester Osborn to name a few faces. *Plonk's* Nathan Earl says it was also a joy to meet Brother John. Read [here](#). Stan details [here](#). Program airs mid year. Contact: Alexia Deegan – 08 8133 4303, Alexia@wfa.org.au

2. Upcoming events

May 12: AWRI Workshop “Adapting to Difficult Vintages” – Mildura (details [TBC](#))

May 13: AWRI Workshop “Adapting to Difficult Vintages” – Renmark Hotel Function Centre, 9am-4pm

May 14: Next Generation Planting Material Workshop – Galli Estate Winery, Melton Highway, Plumpton, Vic, 1-5pm. \$20pp. [Enquiries & Registration here](#)

May 17, 2015: 21st Century Vino: <http://21stcenturyvino.com.au/>.

May 19: AWRI Grape & Wine Roadshow Hunter valley Seminar (details [TBC](#))

May 26: AWRI Grape & Wine Roadshow Langhorne Creek Seminar (details [TBC](#))

June 2: Wine Consumer & market Insights Symposium, Uni of Melbourne, 9.30am-4.30pm

June 10: AWRI Workshop “Adapting to Difficult Vintages” - Coonawarra (details [TBC](#))

June 23: AWRI Workshop “Adapting to Difficult Vintages” – Launceston (details [TBC](#))

June 24: WFA Board Meeting, Canberra.

June 25: AWRI Workshop “Adapting to Difficult Vintages” – Hobart (details [TBC](#))

July 14-16, 2015: National Wine Industry Supplier Trade Show, Adelaide: <http://www.winetechnology.com.au/>

July 14: AWRI Grape & Wine Roadshow Rutherglen Seminar (details [TBC](#))

July 15: AWRI Grape & Wine Roadshow Bendigo Seminar (details [TBC](#))

July 23-24: ASVO “Vineyard Longevity: maintaining the asset” seminar, Mildura.

July 23-28, 2016: Australian Wine Industry Technical Conference & Trade Exhibition: <http://www.awitc.com.au/> & <http://www.awite.com.au/>

3. Media Update & Links

WET Reform still on the table (Daily Wine News, May 1)

There’s still a chance for WET rebate reform in this upcoming budget. [Here](#) for full story.

Wine industry ignored as NZ rebate set to stay (The Australian, April 30)

The Federal Government is expected to maintain WET tax rebates for the sector in the upcoming budget – including the NZ rebate. But there’s no word yet on industry’s calls for urgent reforms including abolition of the NZ WET and redirecting some of the savings to increase AGWA’s international marketing capacity. See online story [here](#).

FARE releases annual alcohol consumption poll, AHA (WA) rejects findings (hospitality magazine online, April 30)

Foundation for Alcohol Research and Education’s latest poll was this week labelled a “fear mongering”. Read online [here](#).

Australian wine exports continue to rise in volume and value (Daily Wine News, April 29)

Anecdotal evidence of a renewed interest in Australian wines globally is now being reflected in export figures, reports the Australian Grape and Wine Authority (AGWA). See article [here](#).

GM ban ‘makes no sense’, says Joyce (The Land, April 29)

A South Australian moratorium on genetically modified crops is “confusing and paradoxical” says Agriculture Minister Barnaby Joyce. See [here](#) for full story.

Daily Wine News Q&A series. April 27-30

Daily Wine News has this week featured industry leaders in a Q&A series including WFA. See here for full [suite](#).

Wine marketing needs more investment: industry (ABC Rural, April 27)

Grape growers in the Riverland are calling for a rethink of the marketing of Australian wine at home and overseas. Poor prices for this year’s vintage led ot growers looking for answers. See [here](#).

Mornington Peninsula’s wine tourism goes to new level with Crittenden’s cellar door launch (AFR, April 21). Feature story [here](#) on Crittenden Estate and how the Mornington Peninsula has come of age.

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