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## MEDIA RELEASE

### Australian Canada agreement to improve wine market access

Australian Grape & Wine welcomes today's announcement that the Australian and Canadian Governments have reached an agreement to remove discriminatory measures impeding Australian wine sales in the Canadian provinces of Nova Scotia and Ontario.

The agreement, led by Minister for Trade, Tourism and Investment, Simon Birmingham, is the culmination of intense negotiations resulting directly from Australia's World Trade Organization (WTO) action against Canada. The agreement will see Canada remove several discriminatory measures at the provincial and Federal level.

Tony Battaglone, Australian Grape & Wine Chief Executive said, "This agreement is an important step in removing a range of trade barriers in the Canadian market. Once again, the WTO has proved its worth, providing a benefit to Australian producers and exporters, helping Canadian consumers, and standing up for the rules that give confidence to all exporters around the world".

"Canada is a highly valuable market for Australian wine, worth around \$180 million per annum, with potential for significant future growth" he said.

"All we are seeking is a level playing field on which to compete. We recognise the tough times all wine producers are going through now and we are glad that we have been able to reach a negotiated outcome in this case. It is very important that all countries, when they look to support their producers in these difficult times, do so in ways that are not trade distorting."

We would like to acknowledge the great work of the Trade Minister, Senator the Hon. Simon Birmingham, and the committed team in the Department of Foreign Affairs and Trade who have worked tirelessly to resolve this issue.

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#### About Australian Grape and Wine Inc

Australian Grape and Wine Inc is the national association of grape and wine producers. We address issues across the supply-chain that impact on the profitability and sustainability of the sector. We lead and advocate public policy that enhances the ability to responsibly produce, promote and enjoy Australian wine in moderation.

Australian Grape & Wine is recognised as a representative organisation for winegrape and wine producers under the Wine Australia Act 2013, and is incorporated under the SA Associations Incorporation Act 1985. We work in partnership with the Australian Government to develop and implement policy that is in the best interests of winegrape growers and winemakers across Australia.