

26 October 2023

MEDIA RELEASE

MINISTER URGED TO HOLD FIRM ON PROSECCO

Australian Grape & Wine CEO Lee McLean has called on the Australian Government to stand firm in safeguarding the rights of Australian grape growers and winemakers to continue their use of the grape variety name Prosecco. This call comes as the Minister for Trade, Senator the Hon Don Farrell, continues trade talks with the European Union on the sidelines of the G7 Trade Ministers' meeting in Osaka.

"The Albanese Government must protect the rights of Australian wine producers to use prosecco as a grape variety name, whether it's at home or abroad," said Mr. McLean.

"Any deal that undermines this right will result in a detrimental setback for the Australian wine industry.

"As the industry continues to suffer from crippling trade disruptions, the global pandemic and various weather events in recent years, the growth of the prosecco has been a shining light and lifeline for so many Australian producers.

"The Australian wine industry wholeheartedly supports expanded trade through free trade agreements that provide commercial benefit and meaningful market access for the Australian wine industry.

"The previous round of negotiations stalled following proposals from the European Union on agricultural products, including wine, that fell far short of industry expectations.

"We urge Minister Farrell to continue to maintain a strong position against these proposals from the European Union that are not in the best interest of Australia's agriculture and wine industries.

"The Albanese Government should not rush into a deal that is not in the best interests of Australia's wine producers and exports. Put simply, no deal is better than a bad deal.

"The Australian wine industry has significantly more to lose than it stands to gain from this trade agreement as it currently stands. Prosecco has grown rapidly, with annual production valued at \$200 million a year. Any deal that places constraints on our existing market access would reduce this value, limit future growth, stifle innovation and contradict the very purpose of a free trade agreement."

"We have been working with the Albanese Government on this trade agreement for many years and there is no reason to seek to rush it through now if it isn't in the best interests of our wine sector and the broader agricultural industry," Mr. McLean concluded.

- Ends -

**Media Contact: Lisa Scott, Director, Government Relations 0411 133 294 / lisa@agw.org.au
Available for Interview: Lee McLean, Chief Executive 0418 998 749 / lee@agw.org.au**

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.