Non-Tariff Measures - Wine

[Image appears of an aerial view of vineyards on the right and Fiona Simson talking to the camera on the left and text appears: Fiona Simson, President, National Farmers’ Federation]

Fiona Simson: Australia is a leading international producer and exporter of wines.

[Image changes to show a wine bottling line on the left of the screen and Fiona talking to the camera on the right of the screen]

By 2019, it is expected that we will export over 850 million litres of wine worth $2.8 billion.

[Camera zooms in on Fiona talking on the right of the screen and images move through on the left of the screen of wine barrels and then a white wine being poured into a wine glass]

With over 60% of Australian wine exported to international markets it’s vital that Australian winemakers meet the Non-Tariff Measures of importing countries.

[Image changes to show Fiona talking to the camera on the left of the screen and images move through of wine bottles in shelves, and then a male testing a barrel of wine on the right of the screen]

However, where these requirements are overly costly or form a barrier to trade, we’re working with the Australian Government to remove or reduce their impact.

[Images shows Fiona talking to the camera on the left and images move through on the right of wine being taken from the barrel and poured into a wineglass, a vat of wine being stirred, and wine being poured from a bottle]

Together the Government and industry are working to ensure Non-Tariff Measures are fair and reasonable so we can continue to deliver our award-winning wine to markets around the world.

[Images move through of a view of vineyards, grapes hanging on the vines and then wine bottles stacked on shelves]

Narrator: Australia has a diverse climate, meaning that we are able to produce a variety of high-quality wines.

[Images move through of stainless fermentation vats, a corked wine barrel, and a male testing the wine in one of the barrels]

As with all our export commodities, Non-Tariff Measures are an important part of the export supply chain.

[Image changes to show labels being affixed to bottles as they move along a bottling line and text appears: Labelling is a government NTM]

Requirements such as bottle and package labelling are common and important NTMs.

[Images move through of wine barrels, bottles moving through on a bottling line, and wine being poured into a glass and text appears: Testing for residues is a government NTM]

Likewise, wine exports need to comply with importing country food safety requirements for chemical residue limits and use of additives.

[Image changes to show an aerial view of the camera panning over vineyards]

Such NTMs are important steps, not only in international markets, but in the domestic market as well.

[Camera continues to pan over trimmed vines in the winter and then leafy vines in the summer and then text appears: Vintage type can be a commercial standard]

Wine producers may also need to meet commercial standards relating to vintage and variety, which are independent of Government NTMs.

[Images move through of stools under a bar, a whole tray of upturned wine glasses, Bryan extracting wine from a barrel, and then pouring it into a glass]

NTMs are used by countries, including Australia, for a range of legitimate reasons, including protecting biosecurity and consumer safety.

[Image changes to show Bryan swirling the red wine in a glass and then the image shows Bryan tasting the wine]

Where NTMs are seen to be a barrier to trade, the Government is working with industry to consider how to best address them.

[Images move through of Bryan standing in his vineyard, Bryan talking to the camera and then bunches of green grapes being harvested and text appears: Bryan, Production Wine Maker]

Bryan: Being a small business, we're very much involved in the whole process, all the way up to selling the wines.

[Images move through of Bryan talking to the camera, barrels of wine stacked on shelves, wine being poured into a glass, the wine being swirled in the glass, people tasting the wine, and then the bottling line in the factory]

Once the juice comes in, say, for a Riesling, it's made in tank, the yeasts ferment the wine till all the sugar's gone, then we go through a stabilisation process to get it settled and filtered, then we bottle it.

[Image changes to show bottles stacked on shelves and then the image changes to show Bryan talking to the camera and then the image changes to show the wine fermenting in a vat]

About 15% would go overseas. Something that we've always wanted to do is the export, because it sort of makes us more of an international player.

[Images move through of red grapes hanging on the vine, a jet taking off on a runway, and then Greg beside shelves of wine bottles talking to the camera and text appears: Greg, Wine Exporter]

Greg: We export wine currently to 58 markets around the world.

[Image changes to show a female filling in paperwork and then the image changes to show black grapes being picked from the vine and text appears: Product certification is a government NTM for China]

Every market also requires different levels of paperwork, and it requires certification by Government bodies.

[Image changes to show Greg talking to the camera again and then images move through of the bottling line in the factory and then red wine being poured into a wine glass]

One of the most important things for our company is ensuring that we make every effort to get the wine into the market in absolutely pristine condition.

[Images move through of Greg talking to the camera, varying forms of transport for the wine including air freight and refrigerated containers, Greg talking to the camera again, grapes on the vine, and red wine splashing into a glass]

Now, that will involve, in some instances, using air freight, some instances using refrigerated containers, and in some instances, insulation that can fit on pallets, but also container insulation.

[Image changes to show an animation of flags of the world travelling past an unlabelled wine bottle and text appears: Labelling and testing are government NTMs]

Bryan: The wine's got to be up to our quality standard.

[Image changes to show Bryan testing wine from a barrel on the left of the screen and the wine being swirled in the glass on the right of the screen]

Each country has a certain labelling system they might need, and we have the various testings that you have to get done.

[Image changes to show a woman pouring a glass of red in the vineyard and then the image changes to show Greg talking to the camera]

Greg: When we entered the Chinese market, it was Australia's tenth biggest market. Today it's number one.

[Images move through of red wine splashing into a glass, red grapes being juiced in a vat, and wine pouring from a bottle into a glass]

Bryan: Quality-wise, we're trying to make the best wine we can, and to keep that demand going.

[Image changes to show Bryan talking to the camera and then the image changes to show a view of a vineyard against a darkening cloud-scudded sky]

I've been doing it for 20 years now, and I find it a real sort of, you’re really in tune with the seasons. It's nice sort of having that connection with the plant that you grow.

[Australian Government Department of Agriculture and Water Resources logo appears on a black screen above the web address http://www.agriculture.gov.au/market-access-trade/non-tariff-measures]

Narrator: To find out more about the Government's work on NTMs, visit the Department's webpage.