

Respondent No: 461

Login: [REDACTED]

Email: [REDACTED]

Responded At: Apr 21, 2023 11:40:04 am

Last Seen: Apr 21, 2023 01:42:05 am

IP Address: [REDACTED]

Q1. **Name**

[REDACTED]

Q2. **Email address**

[REDACTED]

Q3. **Mailing address**

[REDACTED]

Q4. **Phone**

[REDACTED]

Q5. **Organisation name (if applicable)**

[REDACTED]

Q6. **Entity type**

Industry body

Q7. **Please select which EU wine geographical indication (GI) your submission is against**

Prosecco

Q8. **Grounds of objection**A submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.

The EU GI name is used in Australia as the name of a grape variety, plant variety, or an animal breed.

Q9. Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).

████████████████████ is an industry association that represents over 90 premium wine growers and makers, of which over 95% are SME's and micro businesses. All but 5 are family owned and operated, and together are significant local employers within the region. The ██████████ objects to the proposal by the EU to have Prosecco declared a protected GI/region. If the EU is successful in creating new GIs that are afforded protection in Australia, EU wine producers will be afforded exclusive rights to the use of those terms in Australia, meaning Australian producers would no longer be able to use the terms. Although Prosecco is not grown in ██████████ the impact of this would be devastating to our industry colleagues, Australian wine retailers, and the hospitality industry. Additionally, if the EU are successful in creating a new GI using the name of a grape variety there is a real risk they will propose to do this for other commonly recognised grape varieties. Clearly this would further expand and increase the negative economic impact across the ██████████ and more broadly throughout the Australian wine industry. We are concerned that, if the EU is successful in this protectionist agenda for Prosecco, investment in the wine industry within our region will be impacted. Growth in wine sales, nationally and internationally, is within the premium category. Currently our region is experiencing under-supply and investment is needed to leverage the economic opportunity for Australia in growing the supply of premium wine for export and local markets. The key points to support our objection are:

- Prosecco is an internationally recognised grape variety and protection as a GI would restrict legitimate rights of Australian wine businesses to grow, produce, label the term as a grape variety.
- The International Organisation of Vine and Wine (OIV) recognises Prosecco as a grape variety in its International list of vine varieties and their synonyms - the global reference point for grape variety names. Prosecco is also recognised as such on the OIVs newly developed Vine Varieties Databases. varietal
- Protection of a grape variety as a GI would establish a precedent which creates risk and uncertainty for those investing in other grape varieties, leaving the Australian grape and wine sector vulnerable to future attempts to ban the use of common grape variety names.
- There are millions of dollars being invested in production, employment and marketing by regional Australian wine producers and grape growers in the variety.
- The total value of Australian Prosecco production is estimated at around \$205 million to December 2021, growing from a small base of just over \$60 million in 2017. Around 95% of this is sold on the Australian domestic market.
- In 2009, Italy changed the name of the Prosecco grape variety to Glera within the European Union (EU). Italy then registered Prosecco as a Geographical Indication (GI) in the EU, effectively shutting out imports labelled with the Prosecco grape variety from all other countries.
- The EU is now expanding efforts to gain exclusive use of the name Prosecco in other global markets. In 2013, the Australian wine industry successfully challenged an EU application to claim Prosecco as a GI in Australia. This Australian Registrar of Trade Marks found in our favour, agreeing that Prosecco is a grape variety name and could therefore continue to be used in Australia.
- Prosecco could be the tip of the iceberg. In recent EU trade negotiations with China, Japan, Mexico, Brazil, Argentina, Paraguay, Uruguay and New Zealand attempts were made to protect an expanding list of grape varieties including Prosecco, Montepulciano, Fiano, Barbera, Nero d'Avola, Alicante, Dolcetto, and others as GIs. All of these varieties are grown across Australia's 65 wine regions.
- The EU is exporting a protectionist agenda out of step with Australia's longstanding commitment to rules based international trade. If the EU is willing to ban French producers from using the grape-variety name "Vermentino" (as happened in 2022) imagine how willing they would be to trample on the rights of Australia's grape growers and winemakers.
- Australia's Prosecco crush has increased 603% since 2015 (15,397 tonnes in 2022)
- Australian Prosecco export volume growing at 32% per annum over the last 5 years. (527,000 litres to December 2021), despite the EU's efforts to cut off the number of markets allowing the grape variety name to be used by Australian producers.
- The value of Australian Prosecco exports grew by 48% in the last year and by 33% per annum over the last 5 years (\$3.8 million).
- Domestic Sales of Prosecco in Australia increased by 14% in 2021.
- Australian Prosecco is grown in 20 Wine regions across Australia.
- Prosecco is the 8th most produced white grape variety in Australia with 15,397 tonnes of grapes crushed in 2022.
- Prosecco attracted the 2nd highest average value of any other white grape variety during the 2022 vintage at \$960/Tonne in 2021, more than double most whites, with only high value Riesling surpassing this average price.

Q10. Would you like to make a second selection of EU wine geographical indications (GI)?

No

Q11. Please select the second EU wine GI your submission is against	not answered
Q12. Grounds of objection A submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.	not answered
Q13. Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).	not answered
Q14. Would you like to make a third selection of EU wine geographical indications (GI)?	not answered
Q15. Please select the third EU wine GI your submission is against	not answered
Q16. Grounds of objection A submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.	not answered
Q17. Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).	not answered
Q18. Would you like to make a fourth selection of EU wine geographical indications (GI)?	not answered
Q19. Please select the fourth EU wine GI your submission is against	not answered
Q20. Grounds of objection A submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.	not answered
Q21. Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).	not answered
Q22. Would you like to make a fifth selection of EU wine geographical indications (GI)?	not answered
Q23. Please select the fifth EU wine GI your submission is against	not answered

Q24. **Grounds of objection**A submission against one or more of the wine GIs must be based on at least one of the four grounds of objection.

not answered

Q25. **Please provide further details, based on the grounds of objection for each GI. (If submission based on existing trade mark please provide trade mark number. If submission based on unregistered trade mark please provide evidence of use on Australia).**

not answered

Q26. **Upload your supporting evidence for each EU wine GI you have selected.**

[REDACTED]

Q27. **Would you like to upload another supporting document?**

[REDACTED]

Q28. **Other**Any other information on the impacts EU GIs may have on Australian businesses or industry.

not answered

Q29. **Is your response confidential?**

No

Q30. **Please specify the parts of your response that are confidential.**

not answered

Q31. **Do you agree to your response being published on our website?**

Yes

Q32. **Please de-identify my response**

not answered

Q33. **Confirm that you have read and understand this privacy notice.**

Yes

Q34. **Confirm that you have read and understand this declaration.**

Yes