

29 January 2016

Country of Origin Labelling Taskforce
Portfolio Strategic Policy Division
Department of Industry, innovation and Science

Via email: originlabelling@industry.gov.au

To Whom It May Concern,

Submission to the Country of Origin Labelling Taskforce

The Winemakers' Federation of Australia (WFA) is the peak national body for Australia's winemakers and welcomes this opportunity to comment on the Government's proposed *Country of Origin Labelling (CoOL) Reforms*.

While we support the broad policy objective of providing consumers with accurate information, we believe the arrangements for wine are already uniquely responsive to community standards for clarity in labelling. We also note the findings of Taskforce's consumer research, conducted by Colmar Brunton, which found consumers identified CoOL reforms as being "not important" for "alcohol", relative to other food and beverages.

Australian wine is already labelled in a manner that clearly denotes the origin of the wine. Additionally, and sensibly, there already exists the requirement to denote that where wine is made from grapes from more than one country, that each country be identified and the proportions identified also. This is in fact unique to wine and enshrined in separate legislation, being *The Australian Grape and Wine Authority Regulations* under "Part 4 – Description and presentation of wine". In this respect, the wine industry is ahead of labelling requirements for other products, including for other alcoholic beverages.

These existing mandatory requirements for the description and presentation of wine were instituted many years ago with the full support of the Australian wine industry in recognition of the special nature of wine and the direct relationship between the source of the grapes and the unique character of the wine.

Given these longstanding, legislated, clear labelling requirements for wine, we agree with "alcohol", which includes wine, being classified in the *Draft Country of Origin Food Labelling Information Standard 2016*, as being a "non-priority food", to which the proposed additional country of origin labelling requirements, will not apply.

We commend these views to the CoOL Taskforce and welcome further dialogue. In the first instance, please contact Melissa Cheesman-Faull, General Manager, Government Relations via email Melissa@wfa.org.au or phone 08 8133 4300.

Yours sincerely,



Paul Evans
Chief Executive