

Media Release
24 March 2017



New Zealand Winegrowers welcomes Trade Agenda 2030

New Zealand Winegrowers has warmly welcomed today's announcement by the Prime Minister of the government's new vision for trade strategy outlined in Trade Agenda 2030.

The shifts in trade policy will help increase the resilience of the New Zealand wine sector by creating more opportunities to grow exports and diversify markets said Jeffrey Clarke, General Manager Advocacy at New Zealand Winegrowers.

"Extending the coverage of quality free trade agreements and reducing non-tariff-barriers will ensure the wine industry continues to benefit from the open and rules-based trading conditions that have underpinned our success."

"We also welcome the investment of an additional \$91 million into the government's trade architecture to make sure New Zealand can deliver on the aspirations of the trade agenda."

New Zealand wine exports have reached a record high and now stand at \$1.61 billion up 5% for the year end January 2017. New Zealand wine is exported to more than 90 countries, and is New Zealand's 7th largest export good. The industry is working towards a goal of \$2 billion of exports in 2020.

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