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Regulatory Coherence in Wine Regulation and Trade

Submitted by: New Zealand

APEC USA 2011

Seminar on Key Issues in Wine Regulation
San Francisco, United States
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Regulatory coherence in wine regulation and trade:
the example of the World Wine Trade Group

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APEC Asia-Pacific Economic Cooperation

Seminar on Key Issues in Wine Regulation

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What does regulatory coherence look like in the wine trade?

The World Wine Trade Group

- Formed in 1998 in response to changing industry dynamics.
- Recognises that cooperation to improve regulatory coherence benefits producers and consumers.
- Unique & flexible Government/Industry structure.

Membership

- Argentina, Australia, Canada, Chile, Georgia, New Zealand, South Africa, USA are core members.
- Brazil, Mexico, Peru, Uruguay, PR China have also participated.

Structure

- Three “arms”
  - Government Section
  - Regulators’ Forum
  - Industry Section
- Chair rotates on an annual basis
- No permanent secretariat

Meetings

- 1 full meeting in Member Economy
- 1 inter-session meeting
- Govt & industry meet together and separately
- Guests invited to address topics of interest or concern

Activities

- Information sharing
- Coordination on common issues in international fora
- Negotiating international agreements to promote regulatory coherence

WWTG agreements

- “The art of the possible”
- Harmonisation & equivalence not always achievable in this forum
- Mutual acceptance preferred
- Full transparency is essential
- TBTs only – not tariffs, health

Agreement on mutual acceptance of oenological practices

Wine made in one member according its own rules will be accepted by all other members.

- WTO consistency
- Health & safety protected
- No additional certification
- New practices subject to notification

Agreement on requirements for labelling

A single "market" label for all destinations

- Common mandatory information aligned
- Other mandatory information flexible
- Other descriptive information permitted
- Nothing misleading or deceptive

Ongoing programme

- Certification MoU
- Mutual acceptance for sustainability & carbon labelling
- MRLs
- New members

Why it works

#1. Trust and goodwill

- Initial caution → long-term relationships
- Govt to Govt
- Industry to Govt

#2. Agreed baselines & goals

- Trade facilitation
- WTO principles
- Health & safety / consumer protection

Why it works

#3. Stakeholder involvement
- Industry can contribute proposals
- Focus on fine details of trade

#4. Low-cost, flexible structure
- Not dominated by process
- Low barriers to participation

#5. Facilitation not negotiation
- Not tied to a single mode of operating
- All about "the art of the possible"

The results

- **Safe and sanitary products**
- **Fewer trade barriers**
- **Problems resolved quickly**
- **An approach that is applicable to the APEC WRF**

Thank you!