Regulatory Coherence in Wine Regulation and Trade

Submitted by: New Zealand
Regulatory coherence in wine regulation and trade: the example of the World Wine Trade Group

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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!