
6.4 MARKET DEVELOPMENT – MINISTERIAL VISIT TO CANADA

BACKGROUND

The Hon Rory McEwen, Minister for Agriculture, Food and Fisheries, visited Canada from 27th September to Friday 10th October 2008 to strengthen and build relationships with key liquor control board executives and staff, and to promote premium, regional South Australian wines.

DISCUSSION

Minister McEwen visited Vancouver (British Columbia), Winnipeg (Manitoba), Toronto (Ontario) and Montreal (Quebec). During his visit, he hosted South Australian wine masterclasses with Cameron Ashmead from Elderton Wines. The masterclasses focussed on regional hero style wines to showcase different styles from different regions around South Australia, and promote premium styles of wines.

The Minister also held dinners to network and communicate with the key wine buyers in each of the markets and develop key relationships with government and trade representatives.

The Minister worked with the SA Research and Development Institute and the Australian Wine Research Institute to examine further wine related research opportunities in Canada.

The Australian Wine and Brandy Corporation had also suggested that the Minister discuss the issue of Maximum Residue Limits (MRLs) with the liquor control boards in South Australia. Discussions are currently taking place with the liquor control boards in regards to this issue.

Wines that were chosen for the masterclass were selected on a number of key criteria:

1. Trophy winners from the Hyatt Advertiser Wine of the Year Awards 2007 or Trophy/Gold winners from the International Wine Challenge 2007.
2. Wines were then chosen as to whether they were a “Regional Hero” style wine from South Australia.
3. A selection was made to incorporate most of the major wine regions in South Australia with a balanced selection of white and red styles.
4. Wineries were then approached to see if they were willing to provide wines at wholesale cost for this event.



A market information report from Canada will be released in future, and will be available for download from www.pir.sa.gov.au/wine

RECOMMENDATION

For members information.

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