

To whom it may concern,

RE: Geographic Indicator for Prosecco

I make this submission to the Department of Agriculture, Fisheries and Forestry public objections process in my role as the Independent Federal Member for Indi.

Indi covers 29,000 square kilometres in the North East of Victoria, including the King Valley.

The King Valley is the home of Prosecco in Australia, where Otto Dal Zotto pioneered the variety in Australia, planting the first commercial vines in 1999, with the first release in 2004 and from there the industry has flourished.

The King Valley produces 57% of Australia's Prosecco, with 15 wineries and a further 18 grape growers in the region. The winery businesses in the region are 100% family-owned. The total value of Australian Prosecco production is estimated at around \$205 million to December 2021, growing from a small base of just over \$60 million in 2017. Around 95% of this is sold on the Australian domestic market.

Importantly I note the findings by Professor of Law Mark Davison and the team at the Faculty of Law at Monash University and the Macquarie Law School, Macquarie University that Prosecco is a grape variety.

Prosecco forms an integral part of the economy in North East Victoria, particularly in the King Valley. The industry is growing and maintained steady growth throughout the COVID-19 pandemic.

I lend my support and voice to other submissions made by businesses and individuals in the King Valley and beyond. It is clear that Prosecco is used in Australia as the name of a grape variety.

Significant investment in Prosecco as a grape variety has occurred and continues to occur in our region. To lose use of the variety name Prosecco would put this investment at risk and have a significant negative impact on our regional economy.

Viticulture is a major industry across Indi, including several different wine regions and there is fear Prosecco could be the tip of the iceberg in protectionist agendas that would damage our industry. If Italy was to be granted GI protection for Prosecco it would have a significant impact on future investment across our whole industry.

I strongly object to geographic indicator protection being granted on Prosecco.

Yours sincerely,



Helen Haines MP
April 21 2023