

## AUCKLAND STATEMENT ON WINE INDUSTRY SUSTAINABILITY LABELLING

World Wine Trade Group (WWTG) Member Governments acknowledge that:

- Sustainability labelling claims for wine are a matter of increasing importance for wine producers, retailers and consumers.
- Within WWTG member countries, a range of national and regional voluntary programmes have been implemented to varying degrees to demonstrate sustainability principles, and WWTG wine industries have accepted that compliance with these programmes be independently verified.
- Article 4 of the 2007 Agreement on Requirements for Wine Labelling (2007 Agreement) requires that measures related to labelling be transparent, non-discriminatory and applied in conformity with the WTO Agreement.
- Article 5(1) of the 2007 Agreement requires that labelling claims are clear, specific, accurate, truthful and not misleading to the consumer.

WWTG Member Governments recognise that wine labels with sustainability claims need to be consistent with Article 5(1) of the 2007 Agreement.

WWTG Member Governments intend to continue to engage with WWTG industry representatives regarding wine sustainability initiatives.

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