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Guy Barnett, Minister for Primary Industries and Water

More support for Tasmania's wine producers

The Tasmanian wine industry is an important contributor to our economy, regional employment, tourism and the overall Tasmanian agri-food brand.

The Tasmanian Liberal Government is backing the recovery and growth of this important sector by providing an additional \$50,000 to expand Wine Tasmania's industry engagement projects.

Amid the coronavirus pandemic, Tasmania's wine producers are focusing on producing a successful vintage now that picking has been completed.

The pandemic has impacted cellar door sales, supply to food service outlets and event cancellations have also affected opportunities for sales.

The industry is optimistic about recovery and growth, and is demonstrating great resilience and innovation in building direct wine sales through a new collaborative online shop.

The wine industry injects more than \$100 million into our economy and directly employs more than 2000 full-time equivalent positions, mainly in regional areas.

This latest grant means the Government has invested \$200,000 since 2018 to assist Wine Tasmania to undertake wide range of workshops, presentations, training and resources for wine producers, and contributed to expansion of the wine sector's tailored best management practice framework, VinØ, under which 50 per cent of the island's vineyard area is now managed.

This is in addition to the Government's investment of \$600,000 over 4 years which has enabled the wine industry to undertake strategic and targeted promotion programs to grow the presence and reputation of Tasmania and its wine in key markets.

Wine production in Tasmania has grown by about 5 per cent each year over the past two decades.

The State now produces 1 per cent of Australia's total wine grape production by volume and more than 4 per cent of the wine grape value. With only 5 per cent of Tasmania's wine production being exported, there is significant opportunities for the industry to expand and help us reach our vision to grow the annual farm gate value of Tasmanian agriculture to \$10 billion by 2050.

The Tasmanian Government is the strongest supporter of our world-class wine industry and we encourage wine-loving Tasmanians to Buy Local when they make their next restaurant, bottle-shop or online wine purchase.