

Australia's united food and wine team heads to Japan

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The Australian Food and Wine Collaboration Group is headed to Tokyo in April as part of an ongoing effort to improve bilateral trade relations and increase export opportunities for Australia's premium wine and food producers.

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Over the past two years, the Collaboration Group, comprising Wine Australia, Seafood Industry Australia, Dairy Australia, Meat & Livestock Australia, and Hort Innovation, has met with more than 1,000 food, trade, and government representatives. The group leverages the individual sectors' export strengths to deepen industry and government networks, advance bilateral trade, and improve the Australian Government's market access.

Now, the Collaboration Group turns its attention to Japan, a highly valued trading partner and Australia's third largest agriculture, fisheries and forestry export market, valued at \$6.3 billion in 2023-24.

Wine Australia Chief Executive Officer Dr Martin Cole said Japan is Australia's ninth largest market for wine by value, importing 11.3 million litres for a total value of \$45 million.

"The Japanese trade and consumers' growing enthusiasm for Australian wine presents a tremendous opportunity for us to strengthen our presence in the market, showcasing the quality and diversity of our wines and regions to an engaged audience," Dr Cole said.

"In value terms, still red wine represents 47 per cent of Australian wine exports to Japan, with still white wine at 34 per cent.

"Chardonnay is the most popular Australian wine varietal followed by Cabernet Sauvignon, which has overtaken Shiraz as the number one red varietal."

The Australian Food and Wine Collaboration Group's Taste the Wonders of Australia market activation will take place in Tokyo on April 9.

The events include export market roundtable discussions with industry and government contacts, food and wine workshops with industry representatives, and a Taste the Wonders of Australia Gala Dinner, which showcases the best of Australian food

and wine to more than 100 Japanese food and trade representatives.