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**From:** Steve Ramsey  
**Sent:** Friday, 22 February 2013 3:40 PM  
**To:** AGD:LLP Submissions  
**Subject:** Re: Wine in Supermarkets Proposal

I am a strong advocate for any initiative that assists small, South Australian wine producers to gain better access to wine markets, especially in this, the Wine State.

I am an owner of a small, family owned, proudly independent boutique wine business. We produce a small range of quality wines, but increasingly we are finding our markets shrinking or we have to invest in high-cost marketing or discounting to compete. These are funds we don't have, and I fear will cause us and many small producers to leave the industry unless proactive steps are taken to protect small producers.

Hundreds of small producers play a significant role in the Wine State image. We take a great deal of pride in producing premium quality wines and together we add to the diversity of the wine industry and keep the profits in this state.

Small producers do not have the critical mass or resources to compete with the large to very large wineries, many of which are owned by interstate or overseas interests. We do not have the ability to compete in the open market with the wine distribution points which are increasingly owned by Coles, Woolworths or large liquor chains,

We simply can't

compete in this anti-competitive system.

To survive we are left with running our own small cellar doors, if we are lucky enough to have one, maybe dealing through a wine agent (who again, has numerous labels to promote and who requires such a commission that small producers struggle to afford) and operate as best we can online.

We know that from our contacts with wine consumers that the great majority seek a bargain and therefore tend to buy heavily discounted wines. But, there is an increasing number of customers who are seeking great quality, boutique labels to put on their dinner tables. The difficulty is accessing enough of them to allow small wine producers to survive, if not prosper and expand. New ways of getting small wine producers wines to the market is not only desirable, but essential if South Australia is to keep its reputation as the Wine State and to aid wine consumers by bringing boutique brands within easy reach.

For that I reason, I totally support the initiative proposed by Foodland and IGA Supermarkets. Their commitment to stocking only SA wines makes good marketing sense for them given that they promote local, SA produce. But, many of the big wine corporations have an SA base and unless protections are put in place, the Foodland/IGA shelves could easily be filled with the same big company brands that proliferate the existing national chains. If Foodland/IGA and the State Government are serious about this new licence for Wines in Supermarkets and protecting small SA wine producers, they must legislate that way. Small producers should be defined in the legislation by up to 1,000 cases per varietal or similar. Otherwise nothing will change. We will still be muscled out of the market.

To get small, less known labels on the independent supermarket shelves will be an attraction to many wine buyers committed to supporting the SA wine industry. Let that be the driver for this change.

There will be an outcry from the various  
it is the only approach that will save the small, independent  
wine producers.

I am happy to be contacted to discuss any of the points I have raised.

Kind regards,

Steve Ramsey