

NZ GEOGRAPHICAL INDICATION (GI)

EXAMINATION CHECKSHEET

Application information (reg 7) and formalities

Box Reference Number			
1	GI Number: 1020	GI Name: CENTRAL HAWKE'S BAY/ CENTRAL HAWKES BAY	
2	New Zealand GI correctly selected (cf foreign)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
3	Goods GI for	<input checked="" type="checkbox"/> Wine	<input type="checkbox"/> Spirit

4	GI correct?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):	
5	Applicant/ Agent details correct	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):	
6	Wine or spirit correctly stated	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):	
7	Geographical co-ordinates relate to the place of geographical origin to which the GI relates	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):	
8	Description of Conditions provided	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> NA	Comment(s):

Additional Information required before Acceptance (reg 8(1))

9	Explanation of characteristic essentially attributable to the GI	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):
10	Evidence of characteristic essentially attributable to the GI	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):

Examination

11	GI identical to registered GI (s10)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):
12	GI identical to customary name of grape variety (s11)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):
13	GI identical to common name for wine or spirit (s12)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):
14	GI use or registration likely to be offensive (s13A)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):
15	GI identical to trade mark for identical goods or services	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):

	(s14)				
16	GI identical to trade mark for similar goods or services (s15)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):	
17	GI similar to trade mark for identical goods or services (s16)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):	
18	GI similar to trade mark for similar goods or services (s17)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):	
19	Conditions of use Entered (s41)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> NA	Comment(s):

Reference Searches

20	Accepto searches saved to MAKO	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):
21	Internet searches saved to MAKO	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):

Evidence

22	Statutory declaration/ affidavit complies with s9 of Oaths and Declarations Act 1957 (for statutory declarations) or the High Court Rules (for affidavits)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):
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Quality, reputation or other characteristic

The Applicant should explain and provide evidence of the quality, reputation or other characteristic of the wine or spirit that is attributable to the GI (**reg 8(1)**).

The explanation and evidence should show how the specific characteristic(s) of the wine and/or spirit are linked to features (whether natural or human) within the geographic area.

The below template includes headings that reflect the type of information that IPONZ typically expects to receive as part of an application (**reg 8(2)**).

History and background

The quality, reputation and other characteristics of wine or spirits from a particular area will often be linked to the founding and development of the area for wine or spirit production. Background may also include a description of the history relating to the word that indicates the area as a GI.

23	Comment(s): Wine produced since the early 1980s
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History and background

Wine has been produced commercially in the CENTRAL HAWKE'S BAY GI since the early 1980s. The first trial vineyard (0.4ha) was planted in August 1980 by Gary Johansen. In July 1982 consent was finally granted by the local council for a commercial vineyard to be established and in 1983 a one hectare plot was planted by Malcolm Johansen in Station Road, Takapau. 1983 saw plantings of Semillon, Pinot Noir (clones 2/10 and bactobel), Dr Hogg Muscat, Chenin Blanc, Merlot, Chambourcin and Gewürztraminer. Sir Richard Harrison at Pagets Road also planted Cabernet Franc, Sauvignon Blanc, Chenin Blanc, Pinot Noir, Riesling and Gewürztraminer.

A CHB grape growing group grew out of interested parties in 1988 and put together plans for development of the area and invited noted government advisers and viticulturists for input (Malcolm Johansen has a useful dossier on these early efforts).

The area was recognized in 1989 as being suitable for aromatic whites and Pinot Noir. Viticulture specialist, Allan Clarke's overall impression of CHB was of it being slightly cooler than the Heretaunga Plains, but having the capability in certain areas to produce premium wines. Spring frosts were a key consideration.

The first commercial crop of Merlot in 1989 went to Esk Valley winery and was blended with Cabernet Sauvignon for Villa Maria Forrest Flowers collection. In the mid 1990 John Ashworth, encouraged by Sir Richard Harrison's enthusiasm, and the success of a small planting around his house at Takapau planted a further 8ha in Pinot Noir, Gewürztraminer, Chardonnay, Pinot Gris and Riesling and sold under the Three Sisters label. Several other growers also contributed fruit to this label under CHB Wines Ltd.

Further vineyards were established in the early 2000's increasing the number of growers to six covering approximately 44ha with three Cellar Doors.

Vineyards are small in the CENTRAL HAWKE'S BAY GI and labour intensive which add to the cost of production. Retail prices therefore need to be high to recoup these costs and maintain profitability. Three vineyards have cellar doors open during the summer months and attract visitors from Napier and Hastings and through traffic to Wellington. These are generally manned by the owners consequently visitors get a unique experience and special treatment. Online sales are also promoted and producers are active with websites and social media. Fruit is mostly processed off site, except Pukeora Estate, in wineries at Hastings or Napier as the cost of building new small-scale wineries to comply with new regulations is prohibitive. A substantial portion of the finished product is exported to USA, UK, and Asian markets.

Development of the Ruataniwha Plains may bring larger scale, single variety vineyards with machine harvesting on the flat stony plains. This should attract workers to the area and increase the focus on Central Hawke's Bay as a distinct area that can produce world class wines.

At present the structure is small family-owned operations, employing casual staff during November through May to tend the vines and harvest. Pukeora Estate processes its own fruit on site, while the remaining vineyards truck their harvest to Hastings/Napier for processing, but closely oversee the various stages. We are a close-knit group with regular contact and encourage visitors to visit the other cellar doors. The vineyards are very isolated from each other and surrounded by sheep/beef farming enterprises which adds to the rural atmosphere.

Geographical features in the area

Geographical features may include general topography, elevation, natural features that provide shelter or that alter wind direction, ridges, valleys, plains, underground waterways and water tables, proximity to the coast or other bodies of water, slope, aspect and accessibility.

24	<p>Comment(s):</p> <p><i>Geology</i></p> <p>The oldest rocks in the area form the Ruahine ranges. These rocks were deposited on the ocean floor between 200 and 145 million years ago – the Jurassic Period - and have since been uplifted. The Ruahine Ranges greywacke and argillite has been eroded and the gravels cover the plains and beds of limestone at depth that forms an aquifer.</p> <p>The Ruataniwha Depression (which includes the Takapau Plains) is filled with Pleistocene and Holocene terrace deposits and is crossed by the river system of the Tukituki and its tributary, the Waipawa. Most of the present topography results from tilting and river terracing under frost-climate conditions during the Pleistocene glaciations. Towards the foot of the Ruahines the surface is tilted and terrace systems may be seen in the harder calcareous silt-stones and conglomerates of the earlier Pleistocene.</p> <p>Hills of limestone and sandstone and mudstones now exposed in near Waipawa and Waipukurau accumulated within a seaway that stretched from the Manawatu Gorge to Cape Kidnappers between one and three million years ago. Kahuranaki is a complexly faulted mass of upper Pliocene cemented shelly limestone and forms prominent dip slopes throughout Central Hawke's Bay and is often quarried for agricultural use; very occasionally some layers are pure and are used in glass manufacture (for example, Pakipaki, Waipawa Gorge, etc.). Fossils are abundant in most of the Tertiary rocks of the district and there are oyster and scallop bed exposed on a cutting near Lime Rock vineyard.</p> <p>The argillite near Mangaorapa originates from the Porangahau member of the Whangai Formation and the bed provides fractured shale to over 20m.</p>
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Soil composition in the area

Soil composition in the area may include the soil type or types (such as sandy, clay, silt or loamy soils), and the presence of particular rock (such as gravel, schist or slate). The

characteristics of the soil such as its temperature, pH, drainage, salinity and nutrient/mineral profile may also be relevant.

25

Comment(s):

Soils of low moisture retention. Growing is mainly on gravel based soils

Soil & subsoil

Soil surveys were carried out in the late 1930's and published in 1947¹, but these were recently revised and held on the HBRC GIS and originate from Landcare Research S-maps. They have a high level of detail and descriptions of soils. Descriptions used here are general textural descriptions and use the 1947 report names for reference.

Takapau sandy loams are light soils and dry out readily as they cover stony-gravel subsoils derived from greywacke and limestone. The major soils in this series are the Takapau silt loams which cover an extensive area of the Ruataniwha Plains and may be slightly compacted over light brown stony gravels. The other most important soils are the Argyll stony gravels and sandy loams on the plains south of Tikokino and this area could be a focus for extensive vineyard development in the near future if the RWSS goes ahead.

The limestone hills are generally comprised of the Matapino complex and fertile phase on muddy sandstones and is more fertile than the sandy loams of the plains. Others area comprise the Te Aute sandy loam with fairly high fertility. Loess (wind-blown fine sediments) forms the subsoil which can set to a hardpan in summer in some areas restricting root growth depth, however it is a good water-holding layer during the summer months when Hawkes Bay can be prone to droughts and irrigation is seldom required. The base is the limestone seabed laid down over 3 million years ago and

¹ 1947, DSIR, Bulletin No. 94, Soil Bureau Publication No.15, *Soils and some related Agricultural Aspects of mid Hawke's Bay*. The Cliff Press.

comprises crushed barmale, oyster and scallop shells (Coquina) that is free draining but also provides a reservoir of water in the pores of the matrix. Whole oyster shells as large as a wine bottle are often found around Hatuma lime works east of Waipawa.

See Appendix 1 for Maps Representing Soil and Climate Characteristics of CHB.

Climate in the area

Applicants may like to include relevant climate data from the geographical area such as rainfall, temperature, prevailing winds and hours of sunshine. Ideally, such evidence should comprise or be supported by research data from a reputable institution.

26	<p>Comment(s):</p> <p>Relatively cool climate overall. A particular feature of the GI is its cooler nights with diurnal shifts of up to 20 degrees.</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p style="text-align: center;"><i>CENTRAL HAWKE'S BAY GI: Key Climate Indices and Statistics</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;"></th> <th style="width: 25%; text-align: center;">Growing Degree Days (>10°C)</th> <th style="width: 25%; text-align: center;">Rainfall (mm) (sum)</th> <th style="width: 25%; text-align: center;">Ground Frost (# days per month) (Oct/Nov/Dec means)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Annual</td> <td style="text-align: center;">approx 1,100</td> <td style="text-align: center;">approx 830</td> <td style="text-align: center;">4.1 / 1.8 / 0.06</td> </tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Growing Season metrics</th> <th style="width: 30%;">°C</th> </tr> </thead> <tbody> <tr> <td>Mean Max Temp (January)</td> <td style="text-align: center;">24</td> </tr> <tr> <td>Mean Extreme Max</td> <td style="text-align: center;">30.3</td> </tr> </tbody> </table> <p style="font-size: small;">Source: 1945-1994 NIWA via Rodger Tynan, Lime Rock Vineyards</p> </div>		Growing Degree Days (>10°C)	Rainfall (mm) (sum)	Ground Frost (# days per month) (Oct/Nov/Dec means)	Annual	approx 1,100	approx 830	4.1 / 1.8 / 0.06	Growing Season metrics	°C	Mean Max Temp (January)	24	Mean Extreme Max	30.3
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Growing Season metrics	°C														
Mean Max Temp (January)	24														
Mean Extreme Max	30.3														

Methods of producing wines and spirits

Human factors such as viticulture, winemaking or spirit-making practices may also be relevant. These factors are likely to be linked closely to natural factors such as steep, inaccessible terrain which can mean that less mechanisation is feasible. This in turn may

mean that the wines or spirits from that area must be premium goods that are sold at a high price point in order to be profitable.

27	<p>Comment(s):</p> <p>Winemaking practices in Hawke’s Bay are modern and adapted to the styles of wines produced, but traditional or classical techniques are in evidence.</p> <p>Only one vineyard machine harvested at this stage</p> <ul style="list-style-type: none"> • There is very little irrigation of vines on the hills but the sandy loam and gravels of the plains require regular watering • Vineyards have multiple clones of Pinot Noir to add to complexity and different windows of opportunity for picking and flowering. Some vineyards are not on grafted rootstock. • Yields for Pinot Noir are between 2 and 6 tonnes per hectare, or about 2kg per vine to ensure full flavour and colour. Merlot yields about 3-4kg per vine on spur pruned vines. Sauvignon Blanc is generally 2 cane, sometimes 3 cane, yielding a very conservative 5kg per vine to maintain high quality • Pinot Noir wines are typically aged in French oak barriques to produce a high-quality product. • Producers within the CENTRAL HAWKE’S BAY GI have a strong commitment to sustainable winegrowing, with most participating in Sustainable Winegrowing New Zealand • Labour availability is generally not a problem with a pool of locals, backpackers and casuals available • Due to factors such as the capital intensive nature of winemaking facilities, fluctuations in vintages, and multi-regional ownership models, it is not unusual for winemaking to take place outside the GI. This is a widely accepted practice within New Zealand and within the GI itself and does not detract from the expression of characteristics typical of the GI in the resulting wine. • Wines from the GI may be made in styles that are lower in alcohol, including sweet wines and lower alcohol dry wines produced using permitted viticultural and winemaking practices.
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Quality

The qualities of a wine or spirit from a particular area may include its aroma, flavour profile, sweetness, acidity, tannin, fruit, colour, structure, body, texture and viscosity, alcohol by volume, cellaring potential, typicity, signature characteristics, and varieties.

28	<p>Comment(s):</p> <p>Display recognisable and consistent sensory attributes.</p>
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	The Declarant's evidence includes descriptions of the attributes typically associated with wines from the GI. However, as this information has been provided by a person other than the declarant (Master of Wine Emma Jenkins) and is essentially hearsay, a low weighting has been placed on this information
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Reputation

Where relevant, applicants should provide evidence that demonstrates the extent of the reputation of the wines or spirits from the relevant geographical area. This may include, for example:

- Evidence that wines or spirits are sold and/or promoted by reference to the GI.
- Statements from chambers of commerce and industry or other trade and professional associations that the wine or spirit has a reputation that is essentially attributable to its origin.
- Evidence that the GI influences consumer purchasing decisions.
- Evidence of tourism linked specifically to the wines or spirits from the relevant area, such as vineyard or distillery tours.
- Sales figures, export figures and/or market share (may be provided on a confidential basis).
- Marketing spend (may be provided on a confidential basis) and marketing activities such as advertising, tastings and other promotional events.
- References to the GI in books, articles, blogs, social media, websites and menus from restaurants and bars.
- Evidence of national and international awards won by wines and/or spirits from the relevant geographical area.

29 **Comment(s):**

Market Positioning of Central Hawke's Bay Wines

Wines from the CENTRAL HAWKE'S BAY GI at present are mostly from small "boutique" producers and typically positioned at the "ultra-premium" end of the wine market, defined as wines priced between US\$15 – US\$50³ (NZ\$22 – 73) per bottle. The range of retail prices is between NZ\$17 and NZ\$80 with Pinot Noir being the dominant variety, however there is generally a two or three tier labelling system in most of the wineries. Appendix 2 provides a survey of typical 2017 Central Hawke's Bay wine retail prices in New Zealand.

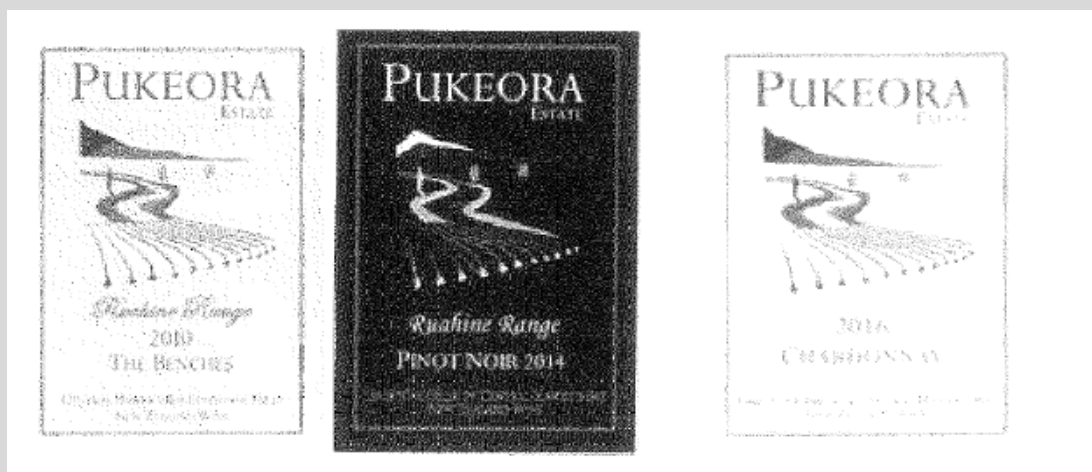
A substantial portion of wine is exported to USA, UK, Australia and Asian markets and retail prices are considerably higher. The export market is aimed at importer/distributors who service the high-end restaurant market in London, New York and San Francisco, rather than to large retailers such as Tesco in the UK. There are no bulk wine shipments originating from Central Hawke's Bay.

Central Hawke's Bay GI labelled for export

The data below were collected by MPI's FoodNet and Wine E-cert systems. They show, for all batches of wine for which EU export approval was granted, the total litres of wine exported (to any market – not just EU) from vintages 2009-17, from the period 1 January 2009 to 11 June 2017.

Vintage	2009	2010	2011	2012	2013	2014	2015	2016	2017	N.V.	TOTAL
Litres exported	6,417	29,442	11,626	2,174	29,117	7,814	1,539	0	0	0	80,325

Labels:

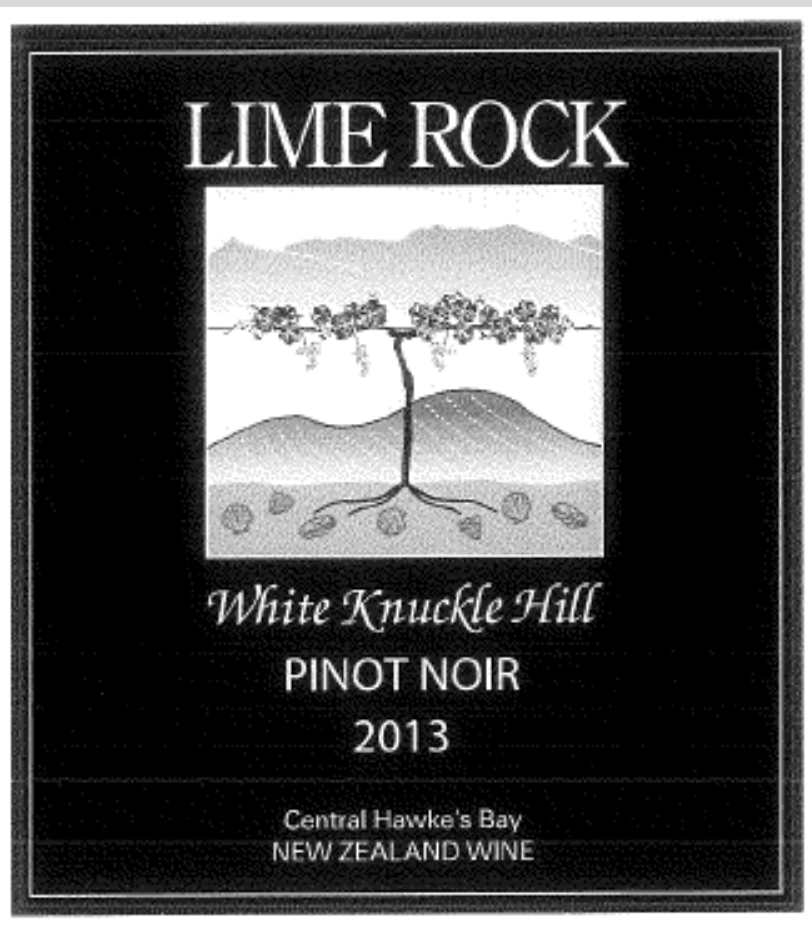


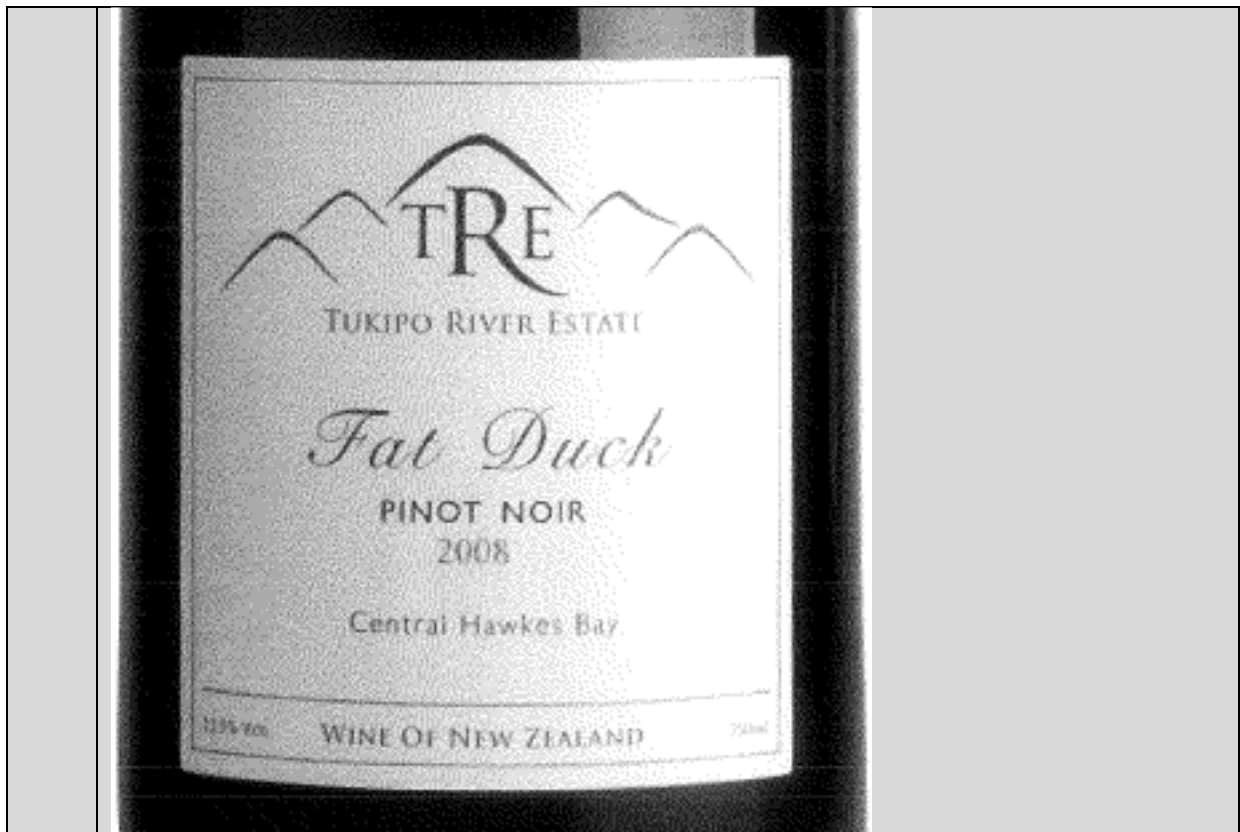
Labels are all unclear and cannot see the GI on them (in either form). Applicant will need to provide further labels with the GI (and its alternate form) clearly visible.

Supplementary Evidence:

WINE LABELS

Appendix 3 of the supplementary declaration provides a number of wine labels showing use of the GI CENTRAL HAWKE'S BAY; CENTRAL HAWKES BAY". See below:





Other relevant information:

30	Comment(s): The EU OMAR list for 2009 (shown below) refers to the Central Hawke's Bay GI as the winegrowing area in the Central Hawke's Bay region.
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Matakana	Winegrowing area in Auckland Region
Waiheke Island	Waiheke Island
Waikato	Waikato Region
Coromandel Peninsula	Thames-Coromandel District
Lake Taupo	Taupo District
Te Kawhata	Winegrowing area in Waikato Region
Bay of Plenty	Bay of Plenty Region
Gisborne	Gisborne Region
Hawke's Bay	Hawke's Bay Region
Central Hawke's Bay	Central Hawke's Bay District
Wairarapa	Carterton, Masterton and South Wairarapa Districts
Gladstone	Winegrowing area in Carterton District
Martinborough	Winegrowing area in Martinborough Ward
Wellington	Greater Wellington Region
SOUTH ISLAND	The South Island of New Zealand
Marlborough	Marlborough and Kaikoura Districts
Nelson	Nelson and Tasman Districts

<http://www.foodsafety.govt.nz/password-protected/omars/eun/wine/other/complete.pdf>

31	Examiner is satisfied that the Applicant has provided sufficient explanation and evidence of: the quality, reputation or other characteristic of the wine or spirit that is essentially attributable to the GI	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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32	Recommend for Acceptance?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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This Summary may not explicitly refer to every matter that has been considered by the Examiner