

Waiheke Winegrowers Association Inc.



**RULES FOR USE
OF CERTIFICATION TRADE MARK**

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Waiheke Certification Trade Mark

01. Rules for Usage of Mark for Products Meeting the Certification Standards:

The Certification Trade Mark ("the Mark") may be used by paid-up Members of the Waiheke Winegrowers Association Inc. ("WWA") to identify wines which meet the Certification Standards and have been registered by the Secretary of the WWA according to the regulations governing the licensing of the mark. The mark may be reproduced as follows:

1. Any colour way
2. Positive or negative image
3. Embossing compatible
4. As a watermark
5. Maximum image size permitted on wine bottles: 25mm diameter
6. No size limit except on wine bottles

The Mark may be reproduced only on Certified Wines and supporting marketing material for those wines including:

1. Front labels
2. Back Labels
3. Capsules
4. Self-adhesive stickers
5. Web sites
6. Brochures, posters and flyers
7. Price lists

The Mark may be used on its own or with the following supporting copy:

- 100% Waiheke Island grapes
- sustainably grown
- certified export quality

Except that:

- 1. The mark and/or supporting claims must NOT be used in any way, directly or by association, with products that do not qualify for the Certification Standard in a manner that infers they meet the Certification Standard.***
- 2. The mark may not be altered in any way or incorporated with any other design element in a manner that compromises the Certification Trade Mark Rules.***

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02. Short-Form Rules for Meeting Certification Standards:

WINE FOR EXPORT:

- **Rule 1 – Grape Content**

The grape content of the wine submitted for Certification shall be 100% grown on Waiheke Island in accordance with Clause 4.2.(c) of the WWA Constitution.

- **Rule 2 – Sustainability**

The grape content of the wine submitted for Certification shall be grown in accordance with Clause 4.1.(a) of the WWA Constitution.

- **Rule 3 – Export Eligibility**

The wine submitted for Certification shall be accompanied by a copy of an Export Eligibility Statement in accordance with the New Zealand Grape Wine Export Code confirming that it "is free from obvious fault as determined by a panel of NZFSA authorised sensory evaluators; and has a related set of audited wine making records that enable traceability and accuracy of label statements to be determined".

WINE NOT INTENDED FOR EXPORT:

- **Rule 1 – Grape Content**

The grape content of the wine submitted for Certification shall be 100% grown on Waiheke Island in accordance with Clause 4.2.(c) of the WWA Constitution.

- **Rule 2 – Sustainability**

The grape content of the wine submitted for Certification shall be grown in accordance with Clause 4.1.(a) of the WWA Constitution.

- **Rule 3 – Export Quality Standard**

The wine submitted for Certification shall be accompanied by a copy of a statement evidencing its meeting of the Sensory Evaluation standards, as provided under 3.6 of the New Zealand Wine Export Code, provided by an Independent Assessor approved by the WWA.

- **Rule 4 - Audit**

The wine submitted for Certification shall be accompanied by a copy of a statement confirming a current successful audit of the winemaker's record keeping system by a qualified auditor in accordance with Section 4 of the New Zealand Grape Wine Export Code.

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03. Explanation of Rules:

RULE 1

Clause 4.2.(c) of the WWA Constitution states, "Any label or promotional material stating only 'Waiheke grown' (or any similar words giving the same meaning) shall mean 100% Waiheke Island grown grapes have been used to make the wine".

RULE 2

Clause 4.1. of the WWA Constitution states, as a guiding Principle, "To promote and enhance Waiheke Island as a top wine-growing region in New Zealand through best viticulture standards by:

(a) practicing of sustainable viticulture and provision of traceability through an approved form for the record keeping of chemical usage by all members as determined by the Committee from time to time."

Following the introduction of the NZ Winegrowers Sustainability policy on July 1 2007, the WWA Committee has adopted the following guidelines in relation to Clause 4.1.(a):

- 1. That all WWA members must become accredited to an independently audited vineyard Sustainability programme within an agreed timeframe.*
- 2. That the programme provided by Sustainable Winegrowing New Zealand (SWNZ) will be supported as the preferred programme by the WWA and existing members of WWA who are not accredited by SWNZ at the commencement date will have a grace period of 3 calendar years to achieve accreditation.*
- 3. New members, upon joining WWA, will have the same period to achieve accreditation.*
- 4. Members may elect to adopt an alternative independently audited and recognised Sustainability programme provided by bodies such as The BioDynamic Association (Demeter), AgriQuality NZ, ISO14000, BioGro NZ and Organic Farm NZ subject to achieving certification within the time frames permitted by those organisations.*
- 5. Pending accreditation as above, all members of WWA will maintain Spray Diaries and Spray Plans in a form approved by the WWA.*

RULE 3

Clause 4.2.(d) of the WWA Constitution states, " Each member of the Association having complied with (a) and (c) above and with clause 4.1.(a) will obtain an Export Eligibility Statement (or similar alternative proof of quality analysis if so determined by the Committee) for all bottled wine made and labelled as being from Waiheke Island grown grapes."

Clause 3.6 Sensory Evaluation (of the New Zealand Grape Wine Export Code) states:

"To be eligible for export, New Zealand grape wine must be determined to be free from obvious fault by a panel of approved sensory evaluators.

'Obvious fault' is defined as "oxidised, malodorous or tainted by extraneous flavours".

Oxidised: the wine shows oxidation related faults includes colour, taste and/or aroma faults.

Tainted by extraneous flavours: the wine is tainted by extraneous flavours derived from constituents foreign to wine making best practice.

Malodorous: the wine shows one of the following:

a. mouldiness;

b. mousiness;

c. excessive sulphide characteristics;

d. volatile acidity identified by the sensory evaluation panel as effecting the organoleptic acceptability of the wine;

e. free sulphur dioxide, where the SO₂ is below the legal limit, but is identified by the tasting panel as affecting the organoleptic acceptability of the wine;

f. microbiological contamination."

All wines eligible for Certification will have passed a Sensory Evaluation test in the form provided under 3.6 of the New Zealand Grape Wine Export Code, either as a result of making an Application for an Export Eligibility Statement or, in the case of wines not intended for export, by submission to an Independent Assessor approved by the WWA. Pacific Rim Oenology Services Limited is the Independent Assessor approved at the commencement date, 1st July 2007.

Rule 4 (Wines not intended for Export)

Clause 4.2.(e) of the WWA Constitution states, "Each member agrees to make all winery records available to an auditor (independent of the Association) appointed by the Association under any circumstances where the integrity of the practices of the winery are brought into question, provided that in the first instance the Committee of the Association agree that the evidence is such that an investigation is warranted."

Entitlement to Use of Certification Trade Mark

Clause 4.2.(f) of the WWA Constitution states, "That compliance with clauses 4.1.(a) and 4.2.(a-e) above will be a condition of membership of the Association and that each member shall be entitled to use on labels and any other promotional material relating to bottled wine made from 100% Waiheke Island grapes a logo or similar symbol and/or wording authorised for such use by the Committee and which signifies membership of this Association and/or that the wine is made from 100% Waiheke Island grown grapes."

References:

www.biodynamic.org.nz

www.bio-gro.co.nz

www.agriquality.co.nz

www.organicfarm.org.nz

www.swnz.org.nz

www.nzwine.com

www.nzfsa.govt.nz