

NZ GEOGRAPHICAL INDICATION (GI)

EXAMINATION CHECKSHEET

Application information (reg 7) and formalities

Box Reference Number			
1	GI Number: GI - 60	GI Name: MARTINBOROUGH	
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.

- **1800's** - Martinborough was established in the 1800s as a service post for the surrounding farmland
- **1977** - Publisher Alister Taylor, plants 12-16 ha of Chenin Blanc, Gewurztraminer, Chardonnay and Cabernet Sauvignon "to see what would do best" at Waiura
- **1978** - Derek Milne a government soil scientist researches soil and climatic influences throughout New Zealand in comparison with twenty years of vintages in Bordeaux, Burgundy and Rheingau. He identifies Martinborough, Waipara and Marlborough as regions most suited to viticulture, with Martinborough being most like Burgundy
- **1979** - A town seminar is held, bringing together soil scientists, the Department of Agriculture, politicians, and financial experts to explore the potential of horticulture development, in aid of resolving Martinborough's depressed economic state
 - as a result of Milne's research and subsequent report, founder of Dry River Wines, and fellow DSIR scientist, Dr Neil McCallum puts Milne's theory to the test and plants grapes on Martinborough's Puruatanga Road - to become Martinborough's first commercial vineyard.
- **1980** - Derek Milne plants what will become Martinborough's second commercial wine operation - Martinborough Vineyard
- **1983** - Martinborough Vineyards hires Martinborough's first professional winemaker, Larry McKenna
 - Ata Rangi and Chiffney (now Margrain) are established - with Clive Paton of Ata Rangi specialising in Pinot Noir
 - Tom Draper purchases the land planted by Alister Taylor and renames the vineyard Te Kairanga
- **1984** - Dry River releases its first wines - labelled under the Martinborough GI
- **1986** - Martinborough producers begin making attempts to create an appellation system
- **1991** - The Annual Toast Martinborough wine festival is established to attract up to 10,000 visitors to the town every November - Martinborough transforms from a quiet backwater into the capital of the region's (Wairarapa) wine industry
- **2001** - 27 vineyards are commercially operating within the Martinborough GI, including plantings in Te Muna Valley and Dry River areas
- **2003** - Martinborough is the first New Zealand wine region to define its boundaries as a wine-growing region

Use of the Martinborough GI

"Martinborough" has been used consistently and continuously on wines since the first commercial release of wines from this sub-region by Dry River Wines in 1984. Images of labels using the Martinborough GI are attached as Appendix 1.

Wines from the Martinborough GI have only used the regional Wairarapa GI if grapes contributing to more than 15% of a total wine bottled, have been sourced from outside of the Martinborough GI, and from the Wairarapa sub-regions (e.g. Gladstone)

Producers from within the Martinborough GI have always recognised and maintained a distinction between "Martinborough" and "Wairarapa" wines.

23	<p>Comment(s):</p> <p>Wine has been produced in Martinborough since the 1970s. Martinborough was the first NZ wine region to define its boundaries</p>
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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.

- Over 20,000 years ago, the Ruamahanga River has carved out dramatic cliffs and escarpments to expose stony sub-soils and built up layers of alluvial river terraces. These ancient river terraces are covered by 20-50cm of silt loam soils, with loess in places. Generally, very deep alluvial deposits - up to 15m deep - provide free draining soils. These attributes, with interesting variations, are found in the surrounding area of the first described Martinborough Terrace, such as Te Muna Valley, above the Huarangarua River, at a slightly altitude.
- Whilst the over-all Wairarapa GI and its sub-regions (Martinborough and Gladstone) broadly share similar soils and geology based on river gravels cast over thousands of years, differences in the flavour profiles are provided by the each of the three GI's due to distinctions in geology. Moist notably, being further down-stream, the alluvial terraces of Martinborough offer broken down, fine gravels that contribute to the structure, breadth and texture of wine produced from this GI.

24	<p>Comment(s):</p> <p>The alluvial terraces of Martinborough offer broken down fine gravels that contribute to the structure, breadth and texture of the wine produced from this GI.</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.

- Over 20,000 years ago, the Ruamahanga River has carved out dramatic cliffs and escarpments to expose stony sub-soils and built up layers of alluvial river terraces. These ancient river terraces are covered by 20-50cm of silt loam soils, with loess in places. Generally, very deep alluvial deposits - up to 15m deep - provide free draining soils. These attributes, with interesting variations, are found in the surrounding area of the first described Martinborough Terrace, such as Te Muna Valley, above the Huarangarua River, at a slightly altitude.
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25	<p>Comment(s):</p> <p>Free-draining, alluvial soils.</p>
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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.

The Martinborough GI's key features are its high sunshine hours, particularly over the harvest period, its long, dry, relatively warm growing season with marked diurnal shifts, and its significant amount of wind throughout the growing season. The Martinborough GI is within the Wairarapa region, the coolest and driest of all the New Zealand North Island winegrowing regions.

The Martinborough GI generally experiences high sunshine hours with cool springs and autumns combined with warm summers, allowing grapes to achieve full phenolic ripeness. The GI also has marked diurnal shifts across its days, e.g. it is fairly typical to have summer daytime temperatures of around 30 degrees Celsius, which then fall to around 10 degrees overnight. This assists in not only maintaining natural acidity levels, preserving freshness and balance but also in prolonging the ripening season, promoting heightened aromatics, intense varietal expression, depth of complexity and ripe tannins in the reds.

26	<p>Comment(s):</p> <p>The Martinborough GI is the coolest and driest of all the NZ North Island winegrowing regions.</p>
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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.

Particular features of viticulture and winemaking practices within the Martinborough GI are as follows:

- The fact that the Martinborough GI produces just over 1% of the country's wine from just under 3% of its vineyard plantings, is testimony to the GI's overall low-yielding conditions.
- Producers throughout the Martinborough GI are generally small to very small, the majority are family-owned and run - with much collaboration between producers, sharing of equipment and skills
- At small sizes per ha, most vineyards are hand-picked and wines are typically aimed at the premium or higher end of the market
- Being slightly warmer, drier and windier than the northern sub-regions, blustery conditions create naturally low yields with small berries and high intensity of flavour – with an average yield of 5 tonnes per ha
- Wines are made in small batches, usually from single vineyards or vineyards owned by the winery
- Red wines are typically aged in oak – which combined with the low yields, enhance the savoury characters, structure and longevity of Martinborough GI wines

27	<p>Comment(s):</p> <p>Producers in Martinborough are generally small to very small with the majority being family owned and run with much collaboration between producers, sharing of equipment and skills. Most vineyards are hand-picked, and the Red wines are typically aged in oak. Martinborough growers have a strong commitment to sustainable winegrowing.</p>
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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.

Martinborough GI wines are high quality products produced for the “super-premium to ultra-premium” market segments – being as wines priced over USD\$7 (NZ\$10) and USD\$14 (NZ\$21).

28	<p>Comment(s):</p> <ul style="list-style-type: none"> - The Declarant’s evidence includes descriptions of the sensory attributes typically associated with wines from the Central Otago GI. However, as this information has been provided by a person other than the declarant (namely Master of Wine Emma Jenkins) and is essentially hearsay, I am placing a low weighting on this information (<i>pages 14-17</i>) - - That said information about quality attributes of the wines from the GI has also been provided elsewhere in the submitted evidence –See Boxes 25 and 26
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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.

Reputation

Market positioning

Wines from the Martinborough GI are positioned at the Wines from super-premium to ultra-premium end of the wine market - defined as wines priced over USD\$7 (NZ\$10) and USD\$14 (NZ\$21), respectively

Ranging from NZ retail prices of \$15 - \$205, the **average retail price** of wine bearing the Martinborough GI is NZ\$40 per bottle

(SOURCE – winesearcher.com)

The **average** rating on the 100-point scale is 89 points

Export statistics show that Martinborough has been used as a GI on 10,971,391 litres of export wine from the vintages 2009-2017.

This equates to 14,628,521 x 750 mL bottles or 1,219,043 9L cases of wine available for sale on the international market bearing the Martinborough GI over a 8-year period to date.

Litres exported by Vintage and Region

The data below were collected by MPI's Wine E-cert system. They show, for all batches of Martinborough GI wine for which export approval was granted, the total litres of wine exported from vintages 2009-17, from the period 1 January 2009 to 11 June 2017.

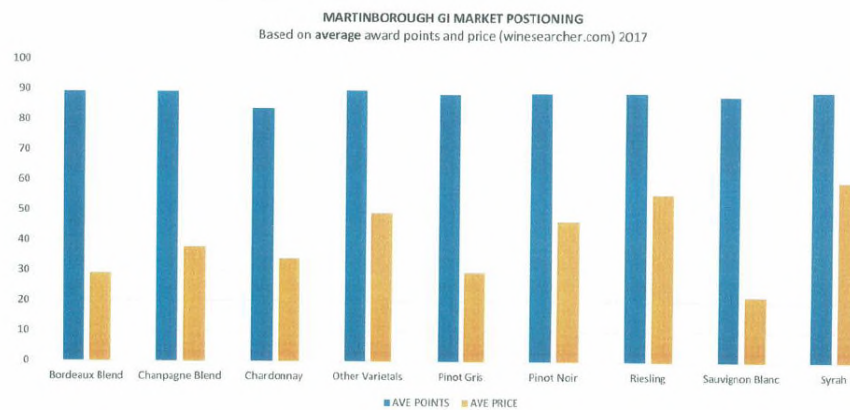
	Vintage										TOTAL
	2009	2010	2011	2012	2013	2014	2015	2016	2017	N.V.	
Martinborough	1,328,573	1,240,532	1,532,784	1,302,991	1,416,754	1,847,582	1,050,410	1,251,046	0	720	10,971,391

SOURCE: NZ Ministry for Primary Industries – June 2017

The effect of such usage is significant as, through the process of sale, the Martinborough GI will appear on price lists and catalogues, advertisements, media and consumer tastings, shelf talkers and on restaurant wine lists around the globe.

The national wine industry association, New Zealand Winegrowers (NZW), has long recognised the Martinborough GI and reference to the GI has been included in many of NZW's publications which are publicly available and distributed nationally and internationally in hard and soft versions. These include the following examples:

- The NZW Annual Report <https://www.nzwine.com/media/1214/nzw-annual-report-2016.pdf>
- The www.nzwine.com website



The above graph documents wine varietals produced within the Martinborough GI – with relative average retail price and average awards rating - based on wineseacher.com's collation of wines and reviews of the Martinborough GI (reviews documented by from industry publications and media - Wine Spectator, Wine Enthusiast, Jancis Robinson MW, James Suckling, Robert Parker, Huan Hooke, Tim Atkin, Steven Tanzer, and more)

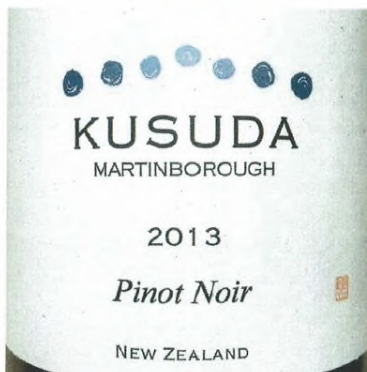


<http://www.cellartracker.com/wine.asp?iWine=1230072>

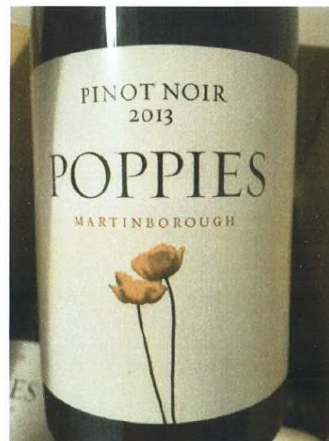


<https://www.pjwine.com/37353/craggy-range-te-muna-road-pinot-noir-martinborough-2013-750ml/>

<https://www.cuisinewine.co.nz/wine/escarpment-martinborough-pinot-noir-2011/>



<http://www.cellartracker.com/wine.asp?iWine=2007048>



<http://www.cellartracker.com/wine.asp?iWine=1770035>

Toast Martinborough Wine, Food and Music Festival

Economic Impact

- Set up originally to help position Martinborough as a premium wine growing region, Toast Martinborough brings significant expenditure into the Wairarapa economy which it would not otherwise have.
- Approximately \$1.6 million is spent annually at the festival (ticket sales and direct festival-goer expenditure, the latter reduced to the extent that some of the food suppliers come from outside Wairarapa), this amounts to an injection of \$1.4 million into the Wairarapa economy from outside.
- This is a significant amount for a community of this size and is equivalent to almost 0.1% of the Wairarapa's annual GDP.
- As a comparison, an event contributing to the Wellington region economy would have to bring in \$23 million of outside expenditure to have a similar impact based on the relative size of the Wellington region's GDP.
- The direct beneficiaries of the festival spending are wider than those involved in the event itself. Visitor expenditure is also spent in the wider community.
- The accommodation sector is a particular beneficiary. It is estimated that 28% of those attending the festival had paid accommodation in the area with most of these people staying for two nights.
- As well as the direct benefits, there are indirect benefits to the businesses that supply goods and services to the festival and other visitor related businesses.
- There are also flow-on benefits from the money brought into the community as it in turn gets spent locally by the direct recipients.
- Toast Martinborough is a multi-site event. This is one of its key points of difference when compared to other wine and food events held in New Zealand.
- For some of the Shareholders, Toast Martinborough is purely a marketing activity. For others, it is their major source of income for the year.

Producer	Wine name	Award	Score	Country	Region	Sub-region	Vintage	Colour
Te Karanga	Ryeholder Pinot Noir	🥉	88	New Zealand	Wairarapa	Martinborough	2015	Red
Crago Range	Te Muna Road Pinot Noir	🥉	88	New Zealand	Wairarapa	Martinborough	2015	Red
Edendale	Chardonnay	🥈	93	New Zealand	Wairarapa	Martinborough	2016	White
Martinborough Vineyard	Home Block Pinot Noir	🥈	93	New Zealand	Wairarapa	Martinborough	2016	Red
Crago Range	Aroma	🥈	92	New Zealand	Wairarapa	Martinborough	2015	Red
Crago Range	Te Muna Road Sauvignon Blanc	🥈	92	New Zealand	Wairarapa	Martinborough	2016	White
Martinborough Vineyard	Home Block Chardonnay	🥈	90	New Zealand	Wairarapa	Martinborough	2015	White
Martinborough Vineyard	Te Tere Pinot Noir	🥈	91	New Zealand	Wairarapa	Martinborough	2014	Red
Te Karanga	John Martin Pinot Noir	🥈	90	New Zealand	Wairarapa	Martinborough	2015	Red
Te Karanga	Puna Pinot	🥈	91	New Zealand	Wairarapa	Martinborough	2016	Red
Martinborough Vineyard	Home Block Pinot Noir	🥈	90	New Zealand	Wairarapa	Martinborough	2014	Red

DECANTER WORLD WINE AWARDS 2016

Producer	Wine name	Award	Score	Country	Region	Sub-region	Vintage	Colour
Murchish James	Blue Rock Pinot Noir	🥈	95	New Zealand	Wairarapa	Martinborough	2014	Red
Crago	Francis Pinot Noir	🥈	94	New Zealand	Wairarapa	Martinborough	2014	Red
Crago Range	Aocha Te Muna	🥈	93	New Zealand	Wairarapa	Martinborough	2014	Red
Crago Range	Te Muna Road Single Vineyard	🥈	90	New Zealand	Wairarapa	Martinborough	2015	White
Martinborough Vineyard	Sauvignon Blanc	🥈	90	New Zealand	Wairarapa	Martinborough	2014	White
Martinborough Vineyard	Roadside Jack Pinot Noir	🥈	90	New Zealand	Wairarapa	Martinborough	2014	Red
Martinborough Vineyard	Te Tere Pinot Noir	🥈	90	New Zealand	Wairarapa	Martinborough	2014	Red
Redbank Estate	Te Muna Valley James Pinot Noir	🥈	90	New Zealand	Wairarapa	Martinborough	2014	Red
Te Karanga	John Martin Pinot Noir	🥈	90	New Zealand	Wairarapa	Martinborough	2014	Red
Te Karanga	Pinot Noir	🥈	90	New Zealand	Wairarapa	Martinborough	2014	Red
Te Karanga	Ryeholder Pinot Noir	🥈	90	New Zealand	Wairarapa	Martinborough	2014	Red
Crago Range	Te Muna Vineyard Pinot Noir	🥈	89	New Zealand	Wairarapa	Martinborough	2016	Red
Martinborough Vineyard	Home Block Pinot Noir	🥈	87	New Zealand	Wairarapa	Martinborough	2012	Red
Murchish James	Blue Rock Syrah	🥈	88	New Zealand	Wairarapa	Martinborough	2014	Red
Redbank Estate	Te Muna Valley James Pinot Noir	🥈	87	New Zealand	Wairarapa	Martinborough	2015	Red

DECANTER WORLD WINE AWARDS 2015

Producer	Wine name	Award	Score	Country	Region	Sub-region	Vintage	Colour
Crago Range	Aocha Te Muna	🥈	92	New Zealand	Wairarapa	Martinborough	2015	Red
Te Karanga	Pinot Martin Pinot Noir	🥈	90	New Zealand	Wairarapa	Martinborough	2015	Red
Eig Sky	Pinot Noir Te Muna Road	🥈	90	New Zealand	Wairarapa	Martinborough	2015	Red
Crago Range	Te Muna Road Sauvignon Blanc	🥈	90	New Zealand	Wairarapa	Martinborough	2014	White
Crago Range	Vineyard Pinot Noir	🥈	90	New Zealand	Wairarapa	Martinborough	2013	Red

MICHAEL COOPER'S Wine Atlas of New Zealand (2ns Edition 2008): "...The Wairarapa – in particular its most famous wine district, **Martinborough** – has in the past 20 years emerged as one of New Zealand's most prestigious winegrowing regions".

29

Comment(s):

10,971,391 litres of Martinborough GI wine available for sale on the international market between 2009-2017.

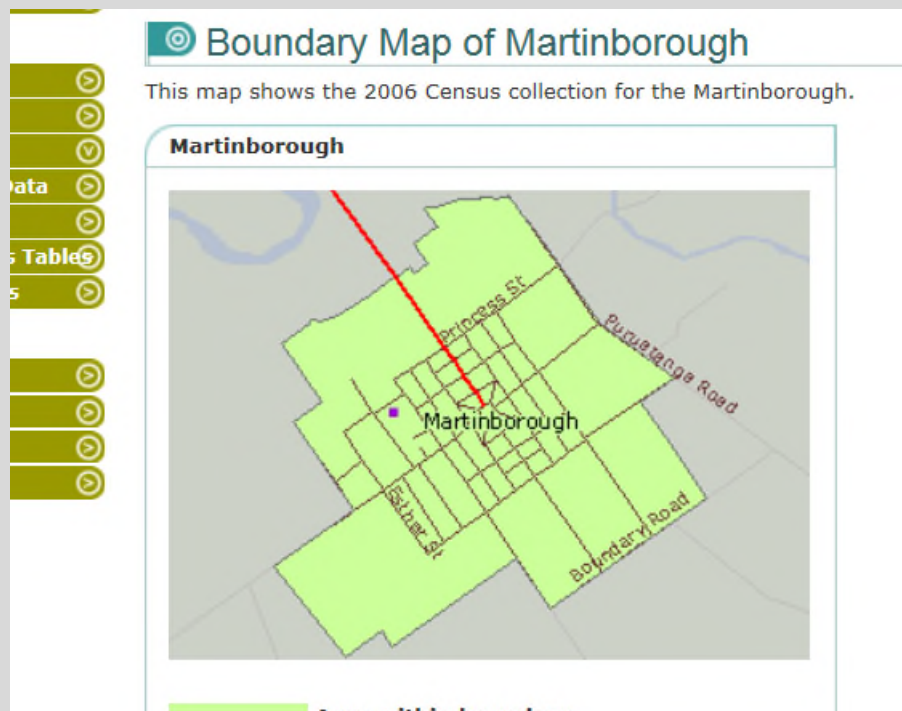
Other relevant information:

- In 1989, the New Zealand Government requested that “Martinborough” be included as a sub-region of the Wellington viticultural region on the European Union’s official list of “geographical ascriptions”² to be used on New Zealand wines exported to that market.³
- The New Zealand Government included “Martinborough” in the list of “Appellations of Origin” submitted to the United States Department of the Treasury Bureau of Alcohol Tobacco and Firearms as the official list for use on wines exported to that market.
- In 2008, the New Zealand Government included “Martinborough” as a New Zealand geographical indication for use on wines exported to the European Union in the *European Union: Wine: Overseas Market Access Requirements Notice*.⁴
- In 2010, the New Zealand Government included “Martinborough” as a New Zealand geographical indication for use on wines exported to Brazil in the *Brazil Wine Notice of Overseas Market Access Requirements*.⁵
- In 2013, the New Zealand Government included “Martinborough” on the list of New Zealand wine regions⁶ notified pursuant to Article 4(3)(e) of the *World Wine Trade Group Protocol to the 2007 World Wine Trade Group Agreement on Requirements for Wine Labelling Concerning Alcohol Tolerance, Vintage, Variety, and Wine Regions*.⁷

30

Comment(s):

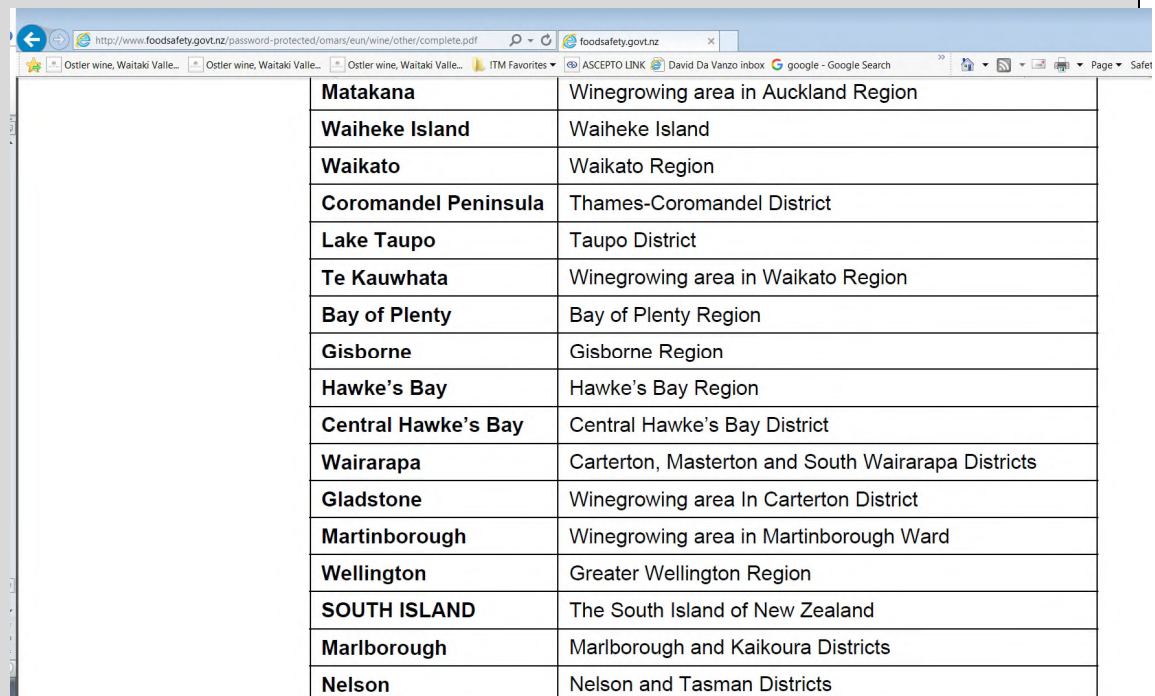
We have conducted research into the scope of the Martinborough GI. The boundary is in line with the Martinborough regional boundary as shown on the Statistics New Zealand website (and set out below)



<http://www.stats.govt.nz/Census/2006CensusHomePage/Boundary/BoundaryMap.aspx?id=>

[3580100&type=au&ParentID=1000009](http://www.foodsafety.govt.nz/password-protected/omars/eun/wine/other/complete.pdf)

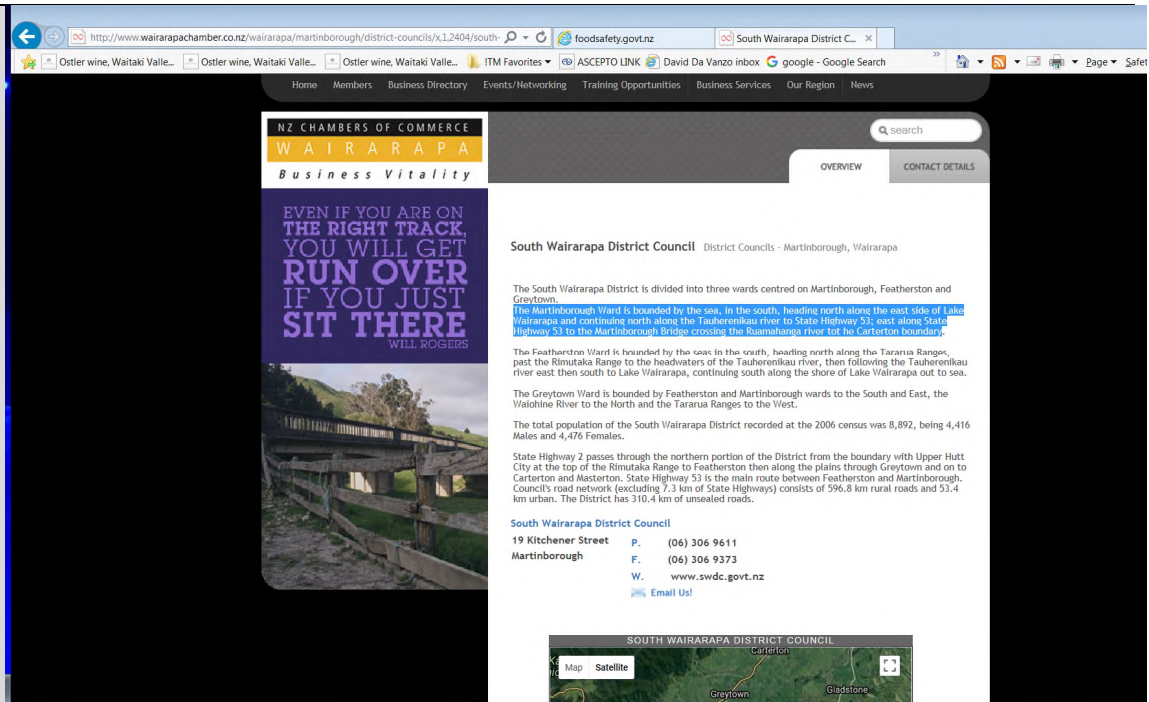
The EU OMAR list for 2009 (shown below) refers to the Martinborough GI as the winegrowing area in the Martinborough Ward.



Matakana	Winegrowing area in Auckland Region
Waiheke Island	Waiheke Island
Waikato	Waikato Region
Coromandel Peninsula	Thames-Coromandel District
Lake Taupo	Taupo District
Te Kauwhata	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>

The Martinborough Ward is defined as follows:



**NZ CHAMBERS OF COMMERCE
WAIRARAPA
Business Vitality**

**EVEN IF YOU ARE ON
THE RIGHT TRACK,
YOU WILL GET
RUN OVER
IF YOU JUST
SIT THERE**
WILL ROGERS

South Wairarapa District Council District Councils - Martinborough, Wairarapa

The South Wairarapa District is divided into three wards centred on Martinborough, Featherston and Greytown.

The Martinborough Ward is bounded by the sea, in the south, heading north along the east side of Lake Wairarapa and continuing north along the Tauherenikau river to State Highway 53; east along State Highway 53 to the Martinborough Bridge crossing the Rūmahanga river to the Carterton boundary.

The Featherston Ward is bounded by the sea in the south, heading north along the Tararua Ranges, past the Rimutaka Range to the headwaters of the Tauherenikau river, then following the Tauherenikau river east then south to Lake Wairarapa, continuing south along the shore of Lake Wairarapa out to sea.

The Greytown Ward is bounded by Featherston and Martinborough wards to the South and East, the Waipohu River to the North and the Tararua Ranges to the West.

The total population of the South Wairarapa District recorded at the 2006 census was 8,892, being 4,416 Males and 4,476 Females.

State Highway 2 passes through the northern portion of the District from the boundary with Upper Hutt City at the top of the Rimutaka Range to Featherston then along the plains through Greytown and on to Carterton and Masterton. State Highway 53 is the main route between Featherston and Martinborough. Council's road network (excluding 7.3 km of State Highways) consists of 596.8 km rural roads and 53.4 km urban. The District has 310.4 km of unsealed roads.

South Wairarapa District Council
19 Kitchener Street P. (06) 306 9611
Martinborough F. (06) 306 9373
W. www.swdc.govt.nz
Email Us!

SOUTH WAIRARAPA DISTRICT COUNCIL
Map Satellite

<http://www.wairapachamber.co.nz/wairarapa/martinborough/district-councils/x,1,2404/south-wairarapa-district-council.html>

- The World Wine Trade Group (WWTG)
The list recognises the Martinborough GI

				<input checked="" type="checkbox"/>	accompanied by the name of a geographical sub-unit e.g.: Masterton.
	Gladstone			<input checked="" type="checkbox"/>	
	Martinborough Wellington			<input checked="" type="checkbox"/>	May be accompanied by the name of a geographical sub-unit e.g. Te Horo, Kapiti, Kapiti Coast.
	Marlborough			<input checked="" type="checkbox"/>	May be accompanied by the name of a geographical sub-unit e.g. Wairau or Wairau Valley, Awatere or Awatere Valley, Southern

[https://www.trade.gov/td/ocg/Notification%20of%20Wine%20Regions%20%203\(e\)%20New%20Zealand.pdf](https://www.trade.gov/td/ocg/Notification%20of%20Wine%20Regions%20%203(e)%20New%20Zealand.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