


Declaration

I, Paul Ivan Donaldson, of Christchurch,
[Name] [Place of residence]

being a person authorised to present evidence in support of this Application on behalf of the Applicant, solemnly and sincerely declare that:

1. The evidence contained in and with this application, including appendices, is true and correct to the best of my knowledge.
2. I make this solemn declaration conscientiously believing the same to be true and by virtue of the Oaths and Declarations Act 1957.

Name: Paul Ivan Donaldson

Signature: 

Declared at CHRISTCHURCH this 1st day of May 2018.

Before me: 

[Name of Justice of the Peace, or solicitor, or other person authorised to take a statutory declaration.]

Signature:

**Emily Walton
Solicitor
Christchurch**

Supplementary evidence in support of an application for registration of a New Zealand Geographical Indication: NORTH CANTERBURY

Response to request for supplementary information

In the Compliance Report received by The Waipara Valley, North Canterbury Winegrowers' Incorporated in response to this application to register the NORTH CANTERBURY GI, the following was noted by the examiner:

Before your application can be accepted, you will need to:

- *Provide further evidence that justifies the southern boundary of the North Canterbury GI (as filed); alternatively*
- *Request to amend the southern boundary of the North Canterbury GI so that it accords with the material filed by the application to show the reputation of wine that is essentially attributable to the North Canterbury GI.*

Below we provide further evidence which justifies the southern boundary of the North Canterbury GI as the Rakaia River, as filed.

1. Absence of any agreed or formal definition of "North Canterbury"

Since the formation of the Province of Canterbury in 1853 there has, to the best of our knowledge, never been any formal or legal definition of what are now regarded as the major sub-regions of Canterbury. There have, of course, been a constantly shifting array of legally defined smaller regional and local body authorities – such as the current 10 Territorial Authorities that are defined within the Canterbury Regional Council as the second tier level of local government in New Zealand.

Rather, in common discourse, the region (or formerly province) of Canterbury has traditionally been conceived of as comprising the major sub-regional areas of "North Canterbury" and "South Canterbury", and usually also "Mid-Canterbury" or "Central Canterbury". "Canterbury Plains" is also often used to describe the low-lying part of the region, defined by its braided rivers, and spread across a broad geographical distance.

From time to time these major sub-regional terms have been adopted with more or less formality by various institutions and bodies, and in some cases given statutory weight (see Fish & Game NZ and North Canterbury Hospital Board, below). Although we have not been able to establish that these sub-regional terms have any official, or accepted definition today, the preponderance of the evidence we have identified supports the use of the Rakaia River as the most common southern boundary for defining the "North Canterbury" sub-region of Canterbury.



For example, the current Wikipedia entry for “Canterbury” includes the following:¹

Canterbury was traditionally bounded in the north by the Conway River, to the west by the Southern Alps, and to the south by the Waitaki River. The area is commonly divided into North Canterbury (north of the Rakaia River to the Conway River), Mid Canterbury (from the Rakaia River to the Rangitata River), South Canterbury (south of the Rangitata River to the Waitaki River) and Christchurch City.

Similarly, the Wikipedia entry for Mid-Canterbury explicitly notes the ambiguity over its definition, and begins with the following description²:

Mid Canterbury (also spelt Mid-Canterbury and mid-Canterbury) is a traditional, semi-official subregion of New Zealand's Canterbury Region extending inland from the Pacific coast to the Southern Alps. It is one of four traditional sub-regions of Canterbury, along with South Canterbury, North Canterbury, and Christchurch City.

The area is mainly agricultural, extending as it does across the Canterbury Plains, rising in the west to the high country. Beyond this the land rises sharply to the main divide and peaks of the Southern Alps. Several prominent peaks lie in Mid Canterbury, most notably the country's 23rd-highest mountain, the 3,019 metres (9,905 ft) Mount Dixon.

Various points are designated as being the southern and northern limits of Mid Canterbury, but all definitions of it include that area between the mouths of the Rangitata River and Rakaia Rivers, roughly coterminous with the Ashburton District. Some definitions push the northern border north to include Lake Coleridge and the approaches to Arthur's Pass, and increase the southern extent to include the Peel Forest and Orari Gorge.

Depending on the borders used, Mid Canterbury has an area of some 6,500 square kilometres (2,500 sq mi) and a population of about 37,500, of whom a little over half live in the town of Ashburton. Smaller urban areas include Methven and — again depending on the defined extent of the area — Temuka, Geraldine, and Hororata. Other features of the region include Mount Hutt and its associated skifield, the Ashburton River and Ashburton Lakes, the Rakaia Gorge, Pudding Hill, and Rangitata Island.

The following specific examples further illustrate how different bodies in Canterbury have defined “North Canterbury” with respect to their range of operations:

- a) **Fish and Game NZ:** Fish and Game NZ is the regulator for hunting and fishing in New Zealand (except for Taupo). The boundaries of their regional areas are defined by statute and notice in the *New Zealand Gazette*, No. 83, of 22 May 1990, at page 1861. Appendix 1 includes a copy of the map showing the North Canterbury region (provided to us by Fish & Game North Canterbury), which is also reproduced in publications such as *2018 Game Bird Hunting Guide – Regulations and Hunting Areas – South Island*. The North Canterbury region has the Rakaia River as its southern boundary.

¹ https://en.wikipedia.org/wiki/Canterbury,_New_Zealand, retrieved 1 May 2018.

² https://en.wikipedia.org/wiki/Mid_Canterbury, retrieved 1 May 2018.

- b) **Forest and Bird New Zealand:** Forest and Bird New Zealand has a North Canterbury region branch. This is defined as follows: *“The North Canterbury branch covers Canterbury north of the Rakaia River up into the heart of the Lewis Pass, from the sea to the Alps.”* (see Appendix 1)
- c) **Department of Conservation:** The Department of Conservation’s North Canterbury Regional Office is responsible for the area bounded at the South by the Rakaia River³. Similarly, information on the DoC website notes that the part of Canterbury below North Canterbury, ie the “mid and south Canterbury area”, *“covers the portion of public conservation land in Canterbury between the Rakaia and Waitaki rivers ...”*⁴ (see Appendix 1).
- d) **North Canterbury Hospital Board:** Under the terms of the 1885 Hospital and Charitable Aid Institutions Act the North Canterbury Hospital Board became responsible for the administration of charitable aid within its district. The area of its jurisdiction included the counties of Kaikoura, Amuri, Cheviot, Ashley, Akaroa and Selwyn (see Appendix 1). The southern boundary of the Selwyn district is the Rakaia River.⁵
- e) **Mid and South Canterbury Community Trust:** The Mid and South Canterbury Community Trust provides charitable, cultural, philanthropic and recreational benefits to the local and national community. The trust defines its regional profile as follows: *“The Community Trust takes donation applications from organisations that operate within the provinces of Mid and South Canterbury. The Rakaia River in the north, the Waitaki River in the south and the Southern Alps, to the west, are the boundaries. The region includes the local authority districts of Ashburton, Mackenzie, Timaru and Waimate.”*⁶ By inference, the region north of their northernmost boundary (the Rakaia River) are not considered within Mid-Canterbury, and so are North Canterbury (see maps Appendix 1).
- f) **Provincial rugby teams:** The Mid Canterbury Rugby club defines its area of operation, on its website, by way of contrast to the regions of “Canterbury” and “South Canterbury”, noting that , Mid Canterbury Rugby clubs are in Ashburton, plus in the townships of Methven, Mount Somers, and Rakaia (all of which are south of the Rakaia river).⁷

2 Use of CANTERBURY and NORTH CANTERBURY on wine

There are a small number of wineries in the Christchurch and Banks Peninsula region (ie the lower part of the NORTH CANTERBURY region); there are also several growers who grow grapes, but do

³ Confirmed in telephone conversation with Mr Alex Foulkes, Senior Ranger, Community, DoC North Canterbury Office, on 1 May 2018.

⁴ <http://www.doc.govt.nz/parks-and-recreation/things-to-do/hunting/where-to-hunt/canterbury/mid-and-south-canterbury-hunting/>, retrieved 1 May 2018.

⁵ Information sourced from New Zealand Archives, see Appendix 1.

⁶ <https://comtrust.org.nz/about-us/regional-profile/>, retrieved 1 May 2018.

⁷ <http://www.midcanterburyrugby.co.nz/About-Us/History-1>, retrieved 1 May 2018

not make wine. Total production from this part of NORTH CANTERBURY is relatively small – in the order of 500 tonnes annually, compared to production from the WAIPARA GI sub-region of NORTH CANTERBURY alone of nearly 7,800 tonnes. Predominantly, wineries located near Christchurch that produce their own brand of wine have typically marketed their wines under the broader CANTERBURY GI, rather than using the more specific NORTH CANTERBURY GI. This is, to some extent, historical; many of these wineries were amongst the earliest in the province, and they simply chose “Canterbury” as their regional descriptor. This practice has been followed by others starting up nearby.

However, grapes grown by growers in the Christchurch and Banks Peninsula areas of the NORTH CANTERBURY region are recognised as being NORTH CANTERBURY grapes, and are used by wineries in wines that are labelled as NORTH CANTERBURY wines.

In a few cases, NORTH CANTERBURY wines are expressly identified as being made from, or including, grapes grown from those more southern parts of NORTH CANTERBURY. No inference should be drawn from the fact that NORTH CANTERBURY wines do not always choose to highlight the fact that grapes in a wine have come from the southern parts of NORTH CANTERBURY. Appendix 2 includes examples of labels and tasting notes from:

- a *Main Divide Pinot Noir*, identifying the grapes as coming from “a mixture of clay and stony soils around North Canterbury, including the Waipara Valley and Banks Peninsular” (sic); and
- a *Circuit North Canterbury Pinot Gris*, again noting that the grapes were grown in Banks Peninsula and Waipara Valley; and
- a *Circuit North Canterbury “Skins”*, noting that the grapes were grown “on the side of a volcano” (Banks Peninsula)

The focus on NORTH CANTERBURY rather than CANTERBURY also reflects a growing recognition that, commercially, it is more sensible to consolidate our investment in our regional identity and branding around a consistent single regional descriptor rather than spreading that investment across two GIs covering the same wine region. As the regional descriptor that has obtained more prominence and more recognition, “North Canterbury” has been identified as the GI in which we will focus our investment.

Partly because of this, the two winegrowers associations in the area – the Applicant and the Canterbury Winegrowers Association Incorporated – have recently decided to merge into a single association, which will be known as “North Canterbury Winegrowers”.

Following this merger, our previously separate resources will be combined to promoting the wines of “NORTH CANTERBURY”. We expect that as a result we will see an increase in the number of wines from NORTH CANTERBURY that currently choose to label as CANTERBURY, electing instead to label their wines as NORTH CANTERBURY wines.

It would be disturbing for the wineries in the southern part of NORTH CANTERBURY if their grapes, which can currently legitimately be made into wines marketed as either CANTERBURY or NORTH CANTERBURY wines, were precluded from the future use of the term NORTH CANTERBURY.



Appendix 1 – Use of North Canterbury to Rakaia River

(a) Fish & Game NZ



Handwritten initials 'AL' in blue ink.

e.org.nz/northcanterbury/freshwater-fishing-in-new-zealand/fishing-locations-and-access/

Buy Fishing Licence +
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 Fishing Resources
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 Fishing Media +
 Youth Programme
 Salmon Symposium- Turning the Tide +

Fishing Locations and Access

This page lists access and area information for the main freshwater fishing spots across the North Canterbury region.

Use the links below to download the printable maps and access brochures.

The Rakaia River

The Rakaia is a large braided river which supports the best salmon run in the North Canterbury region. Access to the river mouth is easy but the walk can vary as the position of the mouth does move significantly. Access by road is possible through settlements on both sides of the mouth.

Many anglers use fat-wheeled farm bikes to travel over the soft shingle between the road end and mouth. Boats can be launched at the North Rakaia Huts boat ramp and at times from the riverbed out from the South Rakaia Huts (4WD only). The South Rakaia Huts are reached by turning left at Rakaia and travelling down Acton Road for 23 kilometres. The North Rakaia Huts are reached by following the signs while travelling south out of Southbridge.

The Mouth to SH1

Access to this part of the river is best on the south side. All access roads run off Acton Rd (the road from Rakaia to the South Rakaia Huts). Some of the most popular are Dobbins Ford (16.2km from SH1), Griggs Road (an unformed shingle road directly opposite Griggs Road, about 11km from SH1), Maginisses (track marked by a sign "Maginisses" on the gate, about 8.8km from SH1), Golf Course (track runs along the eastern boundary of the golf course about 5.6km from SH1) and the Main Road Bridge (road is a continuation of the Old Main South Road, about 11km east of SH1).

SELECT YOUR REGION



BRAG YOUR CATCH



Select a region to discover the role of local Fish & Game Council, find freshwater fishing and game bird hunting information specific to that region.

Fishing Hunting Environment
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10:18 AM 30-Apr-18

- 1 **Manuka Point**
The top of the Double Hill Run Road just past the turn-off to Glenfalloch Station.
- 2 **Glenariffe**
Take the gate on the downstream side of the Glenariffe Hatchery gate and out to the river.
- 3 **Black Hill**
A signposted camping area off Double Hill Run Road through which access is possible.
- 4 **Kowhai Flat**
A signposted camping area off Double Hill Run Road through which access is possible.
- 5 **Whisky Stream**
This is the first access track to the river above the gorge on the south side off Double Hill Run Road. The easiest way to find it is by looking out for the big Acheron slip, which is on the far side of the river opposite the track.
- 6 **Gorge Bridge - South Side**
Take the first track to the left after crossing The Gorge bridge.
- 7 **Lowes Cutting**
Take the shingle track to the right which leaves the Rakaiā-Methven road on a sharp right hand bend, about 26.5km from Rakaiā.
- 8 **Barrhill**
Turn left down Oak Avenue in the Barrhill township, about 1.7km along Rakaiā-Methven Road from Rakaiā. Access to the river is via a very steep foot track.
- 9 **Somerton Road**
Continuation of Somerton Road, about 7 km from along Rakaiā-Methven Road from Rakaiā.
- 10 **McKays Road**
Continuation of McKays Road, about 5 km along Rakaiā-Methven Road from Rakaiā.
- 11 **Wolseley Road**
Continuation of Wolseley Road, about 3.5km along Rakaiā-Methven Road from Rakaiā.
- 12 **Main Road Bridge**
This road is a continuation of the Old Main South Road, about 1 km east of Rakaiā. This is a popular area for launching jet boats (4WD only) and for foot angler access.
- 13 **Golf Course**
This track runs along the eastern boundary of the golf course on Acton Road, about 5.6km from Rakaiā.
- 14 **Maginisses**
This track is marked Maginisses on the gate, about 8.8km down Acton Road from Rakaiā.
- 15 **Griggs Road**
Access is via an unformed shingle road directly opposite Griggs Road, about 11km from Rakaiā. There are two gates here. Take the one nearest Rakaiā Township. The track ends inside the paddock and foot access only is available to the riverbed.
- 16 **Dobbins Ford**
This access road runs off Acton Road approximately 16.2 km from Rakaiā.
- 17 **Deer Fence Track**
This runs off the road to the huts, right on a 90 degree bend. This track is suitable for four wheel drive vehicles only.
- 18 **Rivermouth - South Side**
Turn left onto the sealed road at the end of Acton Road, down the terrace, around the 90 degree right hand bend, down to the road end and over the small stopbank to the hut settlement. The quickest way to reach the river or mouth is to drive around the road on top of the stopbank which surrounds the huts.




- 19 **Lake Coleridge Power Station**
Drive through the Lake Coleridge village and turn left in front of the power station, cross the bridge over the fairrace, turn left at the first opportunity and head out to the river.
- 20 **Gorge Bridge - North Side**
A track leads out to river a short distance below the gorge bridge. This is a popular place for both fishing and launching boats (4WD only).
- 21 **Camping Gully**
This leads out to the riverbed a short distance below the gorge bridge. This is a private road but access is kindly provided by the landowner.
- 22 **Sleemans Road**
Turn hard left at the end of Rakaiā Terrace Road, about 28.7km from Rakaiā. The shingle road turns into a grass track which goes down two terraces and out to the riverbed.
- 23 **Steeles Road**
Continuation of Steeles Road, about 22.3 km up Rakaiā Terrace Road from Rakaiā.
- 24 **Te Pirita Road**
Formed shingle road about 14km up Rakaiā Terrace Road from Rakaiā.
- 25 **Darrochs Road**
Formed shingle road signposted about 8.7km up Rakaiā Terrace Road from Rakaiā.
- 26 **Gun Club**
This is an extension of (Burns Road) and leads off to the left at the base of a cutting about 6.2km up Rakaiā Terrace Road from Rakaiā, veers past the Mead Gun Club and then out to the river.
- 27 **Breedings Road**
Take the last right hand turn before the SH1 bridge onto Rakaiā Terrace Road. A few kilometres upstream you will reach the Rakaiā Road/Breedings Road corner. Park at the road side and walk through the gate and a short distance across the paddock to the riverbed.
- 28 **SH1**
This leads out of the picnic area on the north side of the SH1 bridge. This track is often rough and only suited to off-road vehicles.
- 29 **Rakaia Irrigation**
This runs off North Rakaiā Road a short distance below SH1. Turn left at the end of the track and follow it down and out to the river, crossing two fords on the way. The fords are maintained to a standard suitable for wading, four wheel drive vehicles and motorbikes, as part of an irrigation scheme consent.
- 30 **Mouth - North Side**
The North Rakaiā Huts are reached by following the AA signs while travelling south out of Southbridge. Good boat launching is available at the North Rakaiā Huts boat ramp (a \$2 fee is payable into the heavily boxed) although access down the lagoon to the main river can be influenced by river and tide conditions. Land access to the river mouth is by following a track to the left of the boat ramp, around the head of the lagoon and back down to the mouth. Another option is to turn left at the No Exit sign just

Handwritten signature or initials in blue ink.

(b) Forest & Bird NZ

rbury

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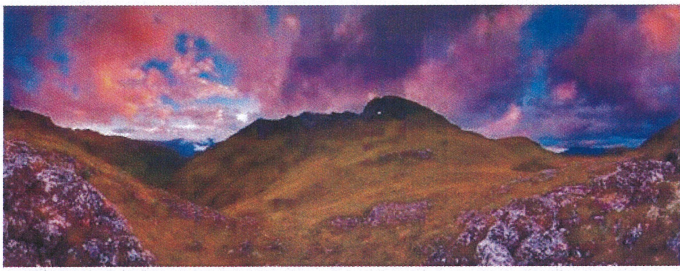
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Lewis Tops © Mark Bridgwater

As one of the largest branches in New Zealand, the North Canterbury branch covers Canterbury north of the Rakaia River up into the heart of the Lewis Pass, from the sea to the Alps.

We organise field trips to places of interest around the region. We have working bees at our projects Calder Green Reserve (on the lower Heathcote) and Mahoe-nui Bush (behind Summer), The Sanctuary (on the side of the Waimakariri at the edge of Christchurch) and Middelmost Mudfish Restoration Project (near Oxford). Volunteers go to Boyle Base (in the Lewis Pass) to work on our trapping programme and to do other work in the area. We have an area in the Craigieburn which we clear wilding pines from and from 2018, we are working on Russell Lupin control in the Upper Waimakariri/Arthurs Pass area.

We have an active Kiwi Conservation Club for children who go on some fantastic field trips all over the region.

What's Hot

- ▶ Sign up to our eNews to get the latest news on all North Canterbury events!

Quicklinks

- ▶ Forest & Bird's 2018 Conference and AGM



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(c) Department of Conservation

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Mid & South Canterbury hunting

Located in the [Canterbury](#) region

The mid and south Canterbury area covers the portion of public conservation land in Canterbury between the Rakaia and Waitaki rivers from the coast to the main divide.

There are 23 hunting blocks available in the mid and south Canterbury area providing a wide range of hunting options. Species available to hunt are deer, tahr, chamois, goats, pigs and wallaby.


Place overview

Activities



(d) North Canterbury Hospital Board

71361/description



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NORTH Canterbury Hospital Board

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What is it?

Title:
NORTH Canterbury Hospital Board

Creator:
NORTH Canterbury Hospital Board

Held at:
[Archives New Zealand](#), [Christchurch Regional Office](#)

Level of description:
Collection

Extent:
12 m.

Former NRAM reference number:
B233

Description:
The Christchurch Hospital was built in 1863. Under the terms of the 1885 Hospital and Charitable Aid Institutions Act the North Canterbury Hospital Board also became responsible for the administration of charitable aid within its district. The area of its jurisdiction included the counties of Kaikoura, Amuri, Cheviot, Ashley, Akaroa and Selwyn. The Board's records include material on the Christchurch Hospital, Bottle Lake Sanatorium, Akaroa Hospital, the Lyttelton casualty ward, the Old Men's Home at Hampstead, Ashburton, the Memorial Home at Woolston, the Orphanage at Waltham, the Female Refuge, Linwood, the Armagh Street depot and the Samaritan Home. The records consist of minutes (1879-1910), outward correspondence (1885-1939), financial records (1871-1959), admission registers (1869-1934), registers of applicants for relief (1882-1953) and Female Refuge records (1880-1885). Material on the Charitable Aid Board is included in the Minutes and the outward letters. There is no inward correspondence.

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(e) Mid and South Canterbury Community Trust

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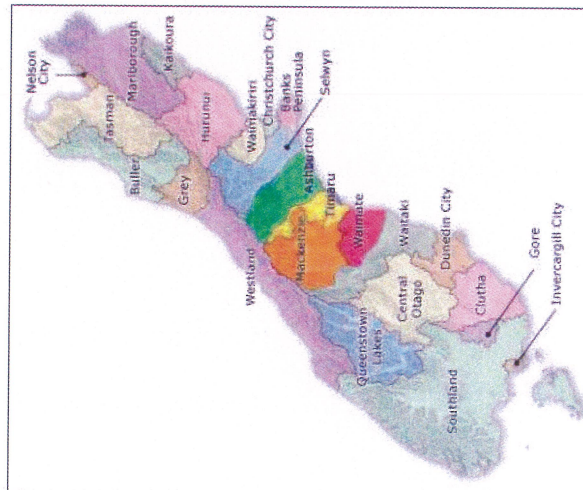
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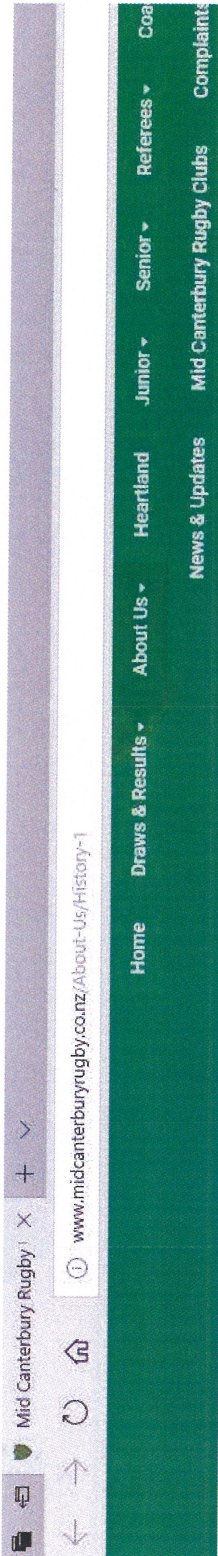
Home > About Us > Regional Profile

The Community Trust takes donation applications from organisations that operate within the provinces of Mid and South Canterbury.

The Rakaia River in the north, the Waitaki River in the south and the Southern Alps, to the west, are the boundaries. The region includes the local authority districts of Ashburton, Mackenzie, Timaru and Waimate.



(f) Provincial Rugby



History

The history of the Mid Canterbury Rugby Union is closely linked to that of Canterbury and South Canterbury. Football was first played in Christchurch as early as 1854. Its rough and tumble soon struck a chord with the tough men who lived in Canterbury's rural hinterland. Rugby as we know it today did not exist and clubs emerged playing ad-hoc rules and styles. One week they'd play Association football, the next a form of rugby or even the Victorian Rules game that was popular with Australians. Sometimes it was an amalgam of all three, made up on the day with few limits on team size.

When efforts were made to standardise the playing of football in New Zealand, the form of the game associated with Rugby School was seen as the most desirable. In 1876 the grandly named Kindersley Camilo Montague Lewin, who had played the Rugbeian game in England, persuaded the fledgling Christchurch Football Club to adopt it. Keen to head off Victorian Rules Lewin, the father of Canterbury rugby, set about organising the country's first union of rugby clubs. He found a willing partner in Timaru's George Hamersley, a former England rugby international who had set up two clubs. Their collaboration led to the formation in 1879 of the Canterbury Rugby Union, which stretched from Rangiora in the north to Timaru in the south.

South Canterbury split from its parent union in 1888. In 1904 South Canterbury spawned a sub-union, Ashburton County. This was taken under the wing of the Canterbury Rugby Union the following year before going it alone from 1927. The name was changed to Mid Canterbury in 1952.

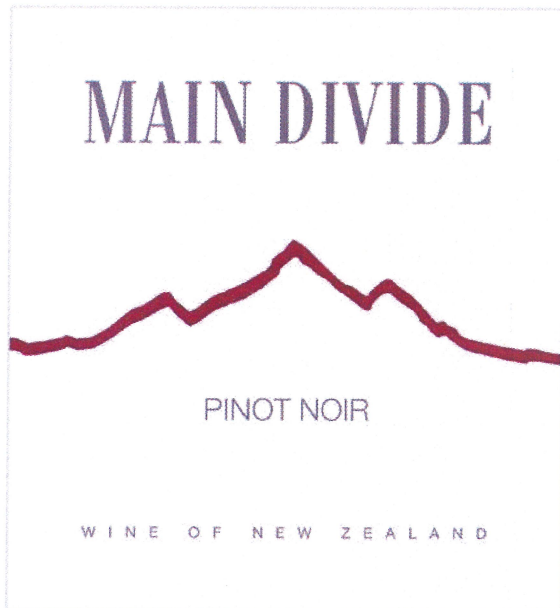
Based at the Ashburton Showgrounds, the Mid Canterbury Rugby Union currently has six Ashburton-based clubs plus Methven, Mt Somers and Rakaiia.

The representative team's colours are green and yellow. Mid Canterbury currently competes in the Heartland Championship, a competition for New Zealand's amateur and semi-professional provincial union. Along with South Canterbury, Buller, Tasman, West Coast and Canterbury, it is part of the highly successful Crusaders Super Rugby franchise.

Shield rugby in Mid Canterbury

Mid Canterbury has never held the Ranfurly Shield, for so long the symbol of provincial rugby supremacy. In 12 shield challenges it has come up against its neighbour Canterbury on seven occasions. Only once has Mid Canterbury ventured to the North Island in search of shield glory, going down 16-0 to Taranaki in 1958. When Auckland took the shield on the road in 1989, it defeated Mid Canterbury 66-0 in Ashburton. The union came closest to success as Ashburton County, losing 20-16 to Southland in 1938. Southland's Guy Graham scored a hotly disputed try in the last minute. The powerful southerners must have taken their opponents too lightly. When the two sides met again in what turned out to be the last challenge before the outbreak of the Second World War, Southland ran away with the match 50-0.





Main Divide is the local name for the Southern Alps and is the backbone of the South Island, where grapes for Main Divide are exclusively sourced. Vineyards have been selected for their quality and ability to express unique regional flavours.



PINOT NOIR 2011 TASTING NOTE

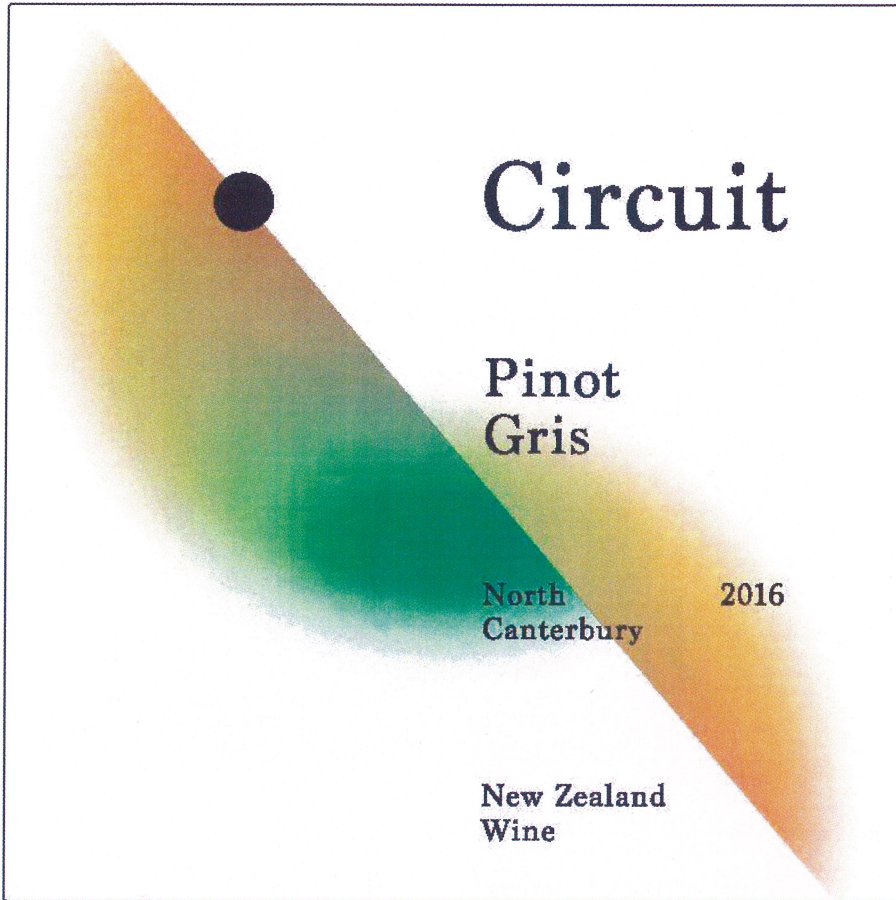
The Season: The season was influenced by La Nina weather conditions, resulting in a very mild spring, a warm summer with high sunshine hours and a long, lingering autumn. In spite of being dry we had infrequent, but well spaced showers keeping the vines very happy. At picking, the fruit was in beautiful condition and was physiologically ripe.

The vineyard and the vines: The grapes were grown on a mixture of clay and stony soils around North Canterbury, including the Waipara Valley and Banks Peninsular. Sufficient leaves were removed from around the bunches to ensure good exposure to sunlight to help ripening and to keep the fruit well ventilated and healthy.

The harvest and winemaking: We use traditional Burgundian winemaking methods. The fruit was picked in late April and the grapes, were put into small fermenting vats, retaining as many whole berries as possible. After several days of being kept cool primary fermentation started through the action of the fruit's indigenous yeasts. During this fermentation the floating cap of grape skins was plunged twice daily to keep it moist and healthy and to aid extraction. After fermentation stopped the wine was kept contact with the grape remnants for a number of days. During this time it was tasted regularly, the aim being to optimise structure and mouth-feel. The wine was then separated and put into oak barriques from selected artisan Burgundian coopers, where it matured for 18 months. In the spring it underwent natural malo-lactic (secondary) fermentation by the action of the wine's own microorganisms. The various barrels were then carefully blended according to taste before bottling.

The wine: The wine has a bright ruby hue. The aromas and flavours are reminiscent of black cherries, blackberries and raspberries, intertwined with vanilla pod, and dark chocolate. The palate emphasises zesty fruitiness and spice, while its supple body blends harmoniously with the velvety tannins.

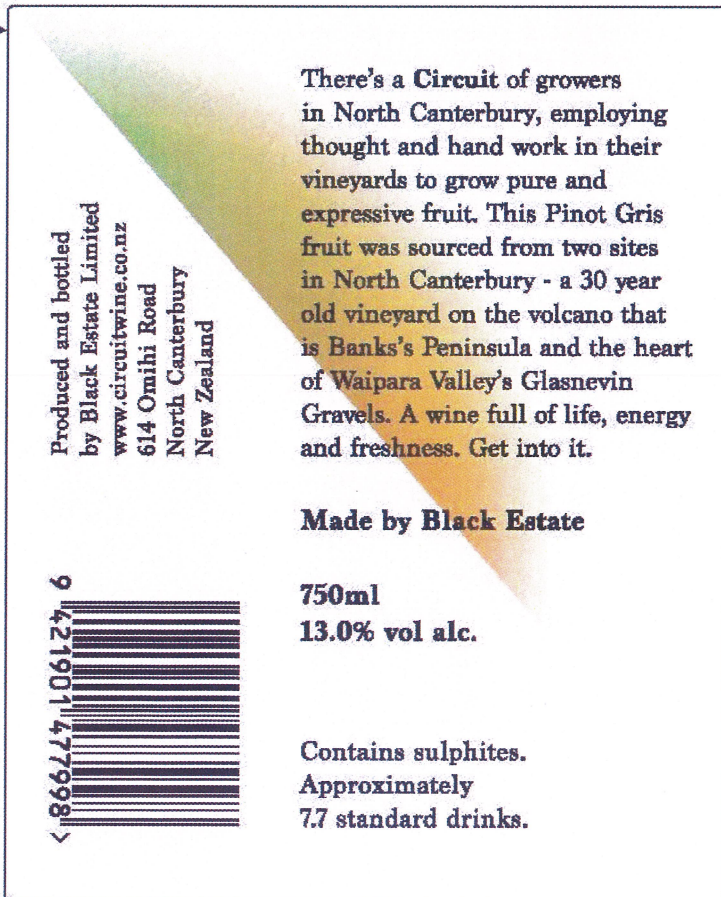
Wine is a natural health food



Back size of label

Back size
100mm high x
80mm wide

Section 4



Circuit

Skins

North Canterbury 2016

New Zealand
Wine

Produced and bottled
by Black Estate Limited
www.circuitwine.co.nz
614 Omihi Road
North Canterbury
New Zealand

Handpicked Pinot Gris from
a 30 year old vineyard on the side
of a volcano. Fermented on skins
for 7 months. Orange, crunchy
and delicious. Kapow.

Made by Black Estate

750ml
13.0% vol alc.

Contains sulphites.
Approximately
7.7 standard drinks.

Evidence in support of an application for Registration of a New Zealand Geographical Indication: *NORTH CANTERBURY*

Geographical Indication name

The name of the geographical indication (GI) for which registration is sought is NORTH CANTERBURY.

The Applicant notes that the NORTH CANTERBURY GI may be used in conjunction with the smaller WAIPARA VALLEY GI.

Quality, Reputation or Other Characteristic

The NORTH CANTERBURY GI is a sub-region of the CANTERBURY GI, and contains the WAIPARA GI. It is bounded by the Conway River to the North, the Rakaia River to the South, the Southern Alps to the West, and the Pacific Ocean to the East. The combination of Alps, rivers and the sea are all major factors in the climate, geography and geology of the GI, in turn strongly influencing the wines made there.

The NORTH CANTERBURY GI is a large area covering vineyards on the Banks Peninsula and Canterbury Plains, through the Waipara and Omihi Valleys to the Weka Pass, into the foothills of the Southern Alps at Waikari and Pyramid Valleys, and further north around Cheviot.

The NORTH CANTERBURY GI name distinguishes these areas from the larger CANTERBURY GI which includes the more inland, higher elevation vineyards of Waimate and Hakatarema, and the vineyards further South, all of which have slightly different environmental influences.

The North Canterbury GI includes one of New Zealand's largest cities, Christchurch, along with long-established winegrowing regions. The first commercially produced wine from the GI appeared in 1982, from St Helena Winery just north of Christchurch which was planted in 1978. Today production within the North Canterbury GI centres on the Waipara and Waikari Valley's in the north with 85% of the GI's planting. While the plantings in Banks Peninsula and the Canterbury Plains to the south account for approximately 15% of vineyards within the GI.

Key aspects of the NORTH CANTERBURY GI which contribute to the quality, reputation or other characteristics of wines grown and made there include:

- a moderate climate with low rainfall that is conducive to producing high quality wines from a particular suite of grape varieties;
- a high level of diurnal fluctuation driven by hill ranges close to the sea, giving wines of great fruit character with well-balanced acidity;
- distinctive geology and soils that contribute to the flavour of the wines;
- high costs relative to the volume of production, necessitating ultra-premium positioning in the market;
- the predominance of small, owner-operated wine businesses with a shared vision of the GI as a region for producing high quality wines;
- strategic location near to the major urban centre of Christchurch and tourism hubs such as Hanmer Springs and Kaikoura contributes to wine tourism and reputation.



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Consequently, wines from the NORTH CANTERBURY GI have the following quality, reputation or other characteristics that are essentially attributable to their geographical origin:

- NORTH CANTERBURY GI wines are specialised in a particular suite of classic grape varieties and wine styles suited to both the physical environment and the market, in particular: aromatic varieties, Chardonnay and Pinot Noir.
- NORTH CANTERBURY GI wines display recognisable and consistent sensory characteristics across a range of varieties and styles due to the physical environment as well as viticultural and winemaking practices.
- NORTH CANTERBURY GI wines are high quality products produced for the premium to ultra-premium market segments.
- NORTH CANTERBURY GI wines have a global reputation for the foregoing based on many years of use and recognition by consumers, tourists wine experts and visitors to the GI.

History and background

The first grapes were planted in Akaroa by French settlers in the 1840's who made wines for domestic table in the region. Over a hundred years later at Lincoln College (now Lincoln University), Dr David Jackson, a fruit scientist, began working with Danny Schuster, a European winemaker to assess the suitability of North Canterbury for wine production. As part of this collaboration, grapes were planted north of Christchurch in 1978 at St Helena Vineyard with the first commercial wine released in 1982.

Between the late 1970s and 1980s the duo facilitated popular one and two day courses at the College. Their research not only advanced wine in the region but also furthered development of cool climate viticulture in other winegrowing regions throughout New Zealand. Today their book, *'The Production of Grapes and Wines in Cool Climates'* remains one of the first text newcomers to New Zealand winegrowing turn to over 20 years after it was first published.

Lincoln University is now home to the Centre of Viticulture and Oenology. The Centre acts as focus for New Zealand and global interdisciplinary research on wine from soil to glass. There is a strong connection and ties between University and the local industry, with regular workshops and collaboration on research projects.

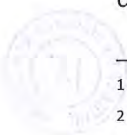
Geographical features in the area / soil composition in the area

There are a number of different soils featured within the NORTH CANTERBURY GI. Most soils across the GI are free draining, gravelly soils. Summer droughts and moisture deficits are common¹. Gladstones (2011) considered there to be strong evidence that soil physical conditions, i.e. those related to heat, water storage and drainage, influence wine qualities.²

Climate (or weather in a particular vintage) and irrigation scheduling determine the amount of water available at any particular time. The critical role of soil is to modulate water inputs (rainfall and irrigation) to maintain an appropriate level of stress throughout the growing season. For optimum growth, the soil must also be able to supply oxygen at a rate fast enough to meet the combined demand of plant roots (for growth and respiration) and soil micro-organisms. Poor aeration can also

¹ *New Zealand Wine: The Land, The Vines, The People*; Moran

² *Geology, Landforms and Soils of the Waipara and Waikari Regions in North Canterbury*, 2015; Tonkin/Webb/Almond/Creasy/Harrison/Hassal/Smith



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result in reduced nutrient uptake by roots because respiration, and hence the energy required to transport nutrients from the soil solution to the root is also reduced. Thus, soil drainage is important. Requirements of grapevines for water and oxygen depend on many factors including climate, cultivar and management. Typically, grapevines require 600-900 mm water (rainfall plus irrigation) annually, and are considered to be relatively sensitive to poor aeration.³

Ninety percent of the region's vineyards are situated in the Waipara and Waikari Valleys in the northern part of the region, 40km north of Christchurch, where the coastal Teviotdale Hills provide shelter from the prevailing easterly wind. Soils on the floor of the Waipara Valley, the Glasnevin Gravels are highly mineralised, free-draining, soils. The area north of the Waipara River to Omihi is made up of predominantly clay, while the rolling hill slopes in this area feature limestone soils over clay. To the west, the Waikari valley/basin has limestone-derived soils on elevated slopes. Seguin (1986) suggested that the best wines from certain cultivars are produced when grown on certain parent materials, quoting Chardonnay and Nebbiolo on marl (a calcium carbonate or lime-rich mud or mudstone containing variable amounts of clay and silt) and Gamay on schist, granite and porphyry (an igneous rock consisting of large-grained crystals dispersed in a fine-grained feldspathic matrix). Similarly, Champagnol (1984) noted that red wines have a bigger structure when produced from clayey soils, but that the relationship with quality depended on cultivar and wine style.⁴ Both clayey soils and limestone are a feature in this region and this influences the quality of the Pinot Noirs the region produces. Further detail on the soil subsoil and geology of this northern part of the NORTH CANTERBURY GI can be found in Appendix 1 '*Geology landforms and Soils of the Waipara and Waikari regions of North Canterbury 2015*'

Vineyards on the Canterbury plains at the southern end of the NORTH CANTERBURY GI are mainly clustered around Christchurch in the West Melton, Tai Tapu and Lincoln areas. These vineyards enjoy free draining stony soils courtesy of the braided formerly glacial rivers flowing from the Southern Alps – The Waimakariri and Rakaia Rivers. The soils deposited by these rivers have complex layers of coarse gravels, fine sands and clays⁵. While more exposed than their valley counterparts, vineyards on the plains still have mineral rich soils but typically have a longer growing season with harvest normally taking place well into May.

Banks Peninsula separates the flood plain draining into Pegasus Bay North of Christchurch from the Canterbury Bight to its south. It was the first locality in Canterbury to have grapes planted in the mid nineteenth century⁶. These vineyards in the areas around the volcanic Banks Peninsula feature mineral rich compact subsoils over silt loams. The Banks Peninsula valleys are also relatively frost free with the large body of nearby water contributing to this.

Climate in the area

Climate is one of the primary determinants of the growth and ripening of the grapes grown within a GI, which in turn contributes to distinctive sensory attributes in the wine produced in the GI. It affects the development of fruit, the duration of ripening and the timing of harvest, as well as impacting upon fruit quality and vine health.

³ *Geology, Landforms and Soils of the Waipara and Waikari Regions in North Canterbury, 2015*; Tonkin/Webb/Almond/Creasy/Harrison/Hassal/Smith

⁴ *Geology, Landforms and Soils of the Waipara and Waikari Regions in North Canterbury, 2015*; Tonkin/Webb/Almond/Creasy/Harrison/Hassal/Smith

⁵ *New Zealand Wine: The Land, The Vines, The People*; Moran

⁶ *New Zealand Wine: The Land, The Vines, The People*; Moran



The North Canterbury GI's key features are its long sunny growing season, distinct seasons with warm summers within an overall cool climate with cold winters, significant diurnal shift and very low rainfall with drying summer winds.

The South Island's North Canterbury GI is spread across a wide area, sweeping up the eastern coast from its southern boundary on the Rakaia River, north past Christchurch and Banks Peninsula to its northern boundary at the Kaikoura Ranges just south of Marlborough. It extends westwards from its lengthy Pacific Ocean coastline into the Southern Alps (Main Divide) the defining mountain range spine of the country which exercises a profound effect on the North Canterbury GI's climate.

The wine-growing areas of the North Canterbury GI are found around the surrounds of the main city of Christchurch, (where the GI's first commercial winery was established in 1978) and scattered across the volcanic soils of Banks Peninsula, as well as clustered in the Waipara Valley some 60 km to the north, adjacent to the seaward Teviot Hills. The extensive Canterbury Plains stretch around 100km inwards to the foothills of the Southern Alps, drained by numerous braided river systems and swept by winds from the south and north. The Plains vineyards are mainly found around the outskirts of Christchurch, scattered across the plains and into the foothills of Banks Peninsula. Vineyards on the plains experience cooler temperatures than those in Waipara Valley, which receives protection from cold southerly flows by the Teviot Hills, and Banks Peninsula where the maritime influence can be more pronounced.

Whilst the North Canterbury GI has an overall cool climate, it is prone to extremes of temperature in both summer and winter; summer days over 30 degrees Celsius are common and winters are very cold with generally clear skies contributing to frequent frosts that can at times be severe. This effect becomes more notable the further inland one goes, a contributing factor to most of the GI's vineyards being towards the coast. The North Canterbury GI also experiences significant diurnal shifts, which contributes to its wines' high degree of fruit intensity as well as retention of natural acidity. The GI is moderately sunny with around 2000 hours sunshine per annum; being sunniest further inland and to the north due to the rain shadow effect of the Main Divide, whilst closer to the coast sea moisture brings high, hazy cloud cover at times.

The North Canterbury GI experiences generally very low rainfall and has a propensity for droughts due to the marked rain shadow effect of the Southern Alps combined with its free-draining soils. Irrigation is regarded as essential. However the advantage of low rainfall is a long, dry growing season: not only essential for ripening grapes in such a cool climate but also contributing to very low disease pressure, enhanced flavour and phenolic development without excessive sugars, plus excellent retention of natural acids. As a result, North Canterbury GI wines are generally aromatically intense, display high varietally expression and are finely structured with an often racy freshness. Wines from the more northerly and protected Waipara Valley typically have more rounded weighty palates but exhibit the same fruit-driven intensity and fresh acidity. Banks Peninsula vineyards receive slightly more rainfall (and fewer frosts) than the wider North Canterbury GI and benefit from a benign maritime influence on the regional climate, which alongside its heavier volcanic soils can give wines of depth and structure.

Prevailing winds are from the north-east and south-west. A key feature of the North Canterbury GI are its exceptionally drying norwesters: strong, hot winds which blast across the region in spring and summer. Their arrival is heralded by high streaky clouds arching over the Main Divide and their extreme lack of moisture has a significant impact on vines, buffeting shoots and leaves and causing water stress. The Plains is also subject to cold weather systems arriving from the Southern Ocean, bringing rain and causing temperatures to plummet. The Waipara Valley is also receives the blustery



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norwesters but is generally sheltered from the cold southerly winds, as such its wines tend to be more weighty and rounded in comparison to the same varieties from the Canterbury Plains. With the GI's long coastline and extensive plains, cooling sea-breezes in summer and early autumn afternoons are also a notable feature, moderating temperatures across the Canterbury Plains.

With its cool climate, marked temperature shifts and a number of vineyards planted on flat land, frosts are a notable threat to the North Canterbury GI's vineyards at both ends of the growing season; frost protection systems are therefore regarded as a necessity.

Key climate indices and statistics

The following tables and charts provide data on key climate statistics relevant to the viticulture of the NORTH CANTERBURY GI region⁷. To illustrate the variety of climate conditions within the region, data are presented from both the WAIPARA VALLEY GI sub-region, which is in the north of the NORTH CANTERBURY GI region, and from Christchurch, towards the south of the NORTH CANTERBURY GI region. All data were sourced from the National Institute of Water and Atmospheric Research.

	Sunshine Hours (sum)	Growing Degree Days (>10°C) (sum)	Rainfall (mm) (sum)	Screen (air) frost (# days per month) (sum)	Ground Frost (# days per month) (sum)
Annual					
Waipara Valley	2,421	1,288	623	16	59
Christchurch	2,071	1,055	622	47	86
Season (Sept - April)					
Waipara Valley	1,822	1,137	377	1.9	14
Christchurch	1,547	1,020	380	6.6	25
Season % of annual					
Waipara Valley	75%	93%	61%	12%	24%
Christchurch	75%	97%	61%	14%	28%

Growing Season metrics (Sept-April)	°C	
	Waipara Valley	Christchurch
Mean Maximum Temperature	15.9	16.4
Mean Minimum Temperature	12.8	11.3
Mean Diurnal Shift	3.1	5.1

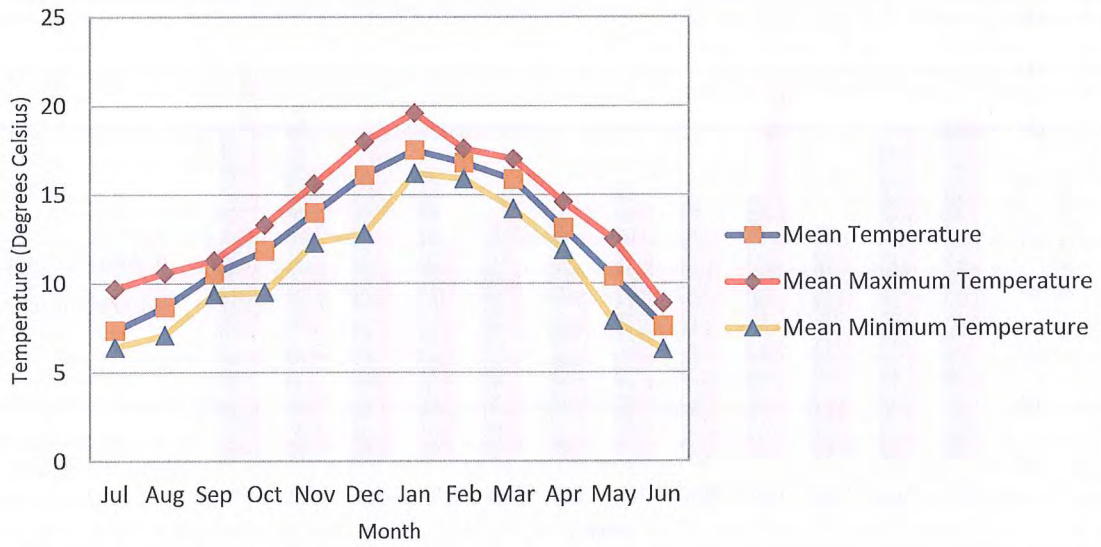
⁷ Data sourced from Waipara West EWS, and from Christchurch Aero



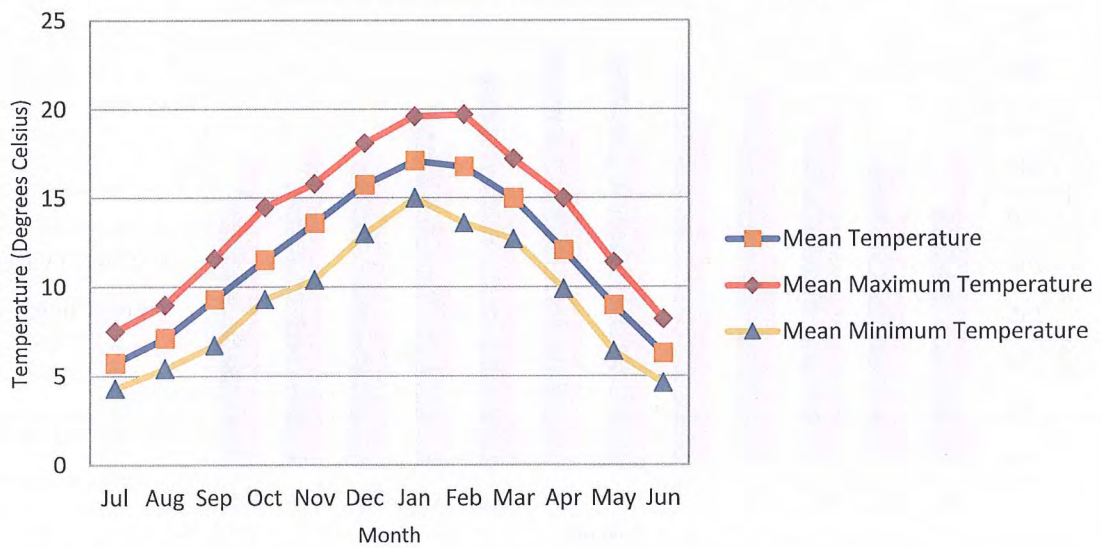
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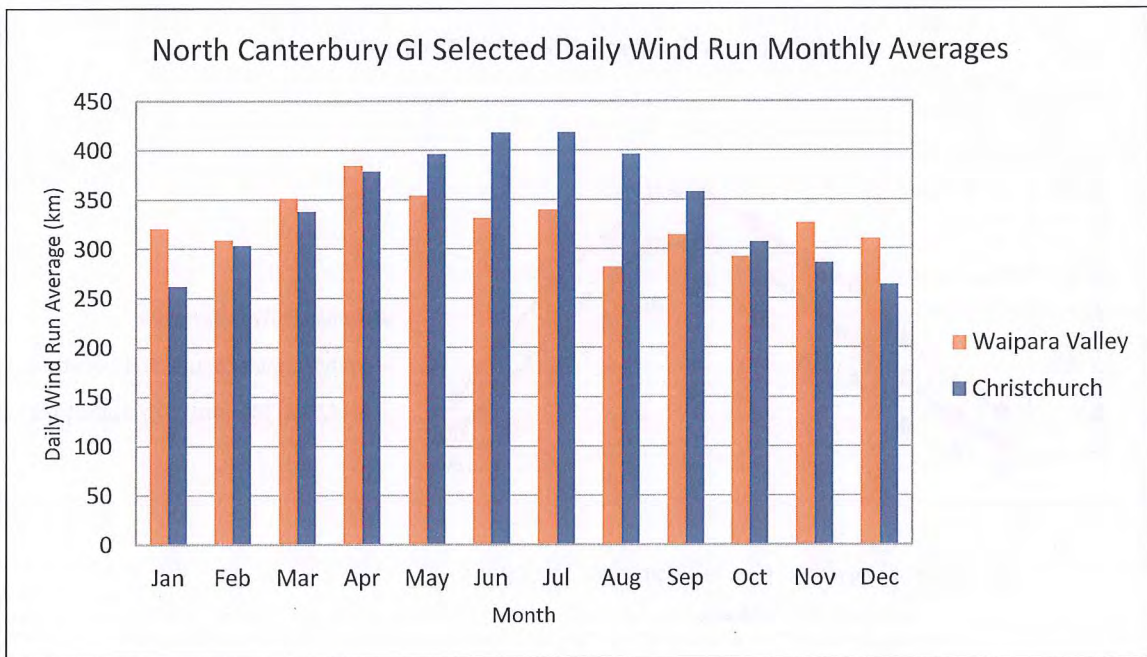
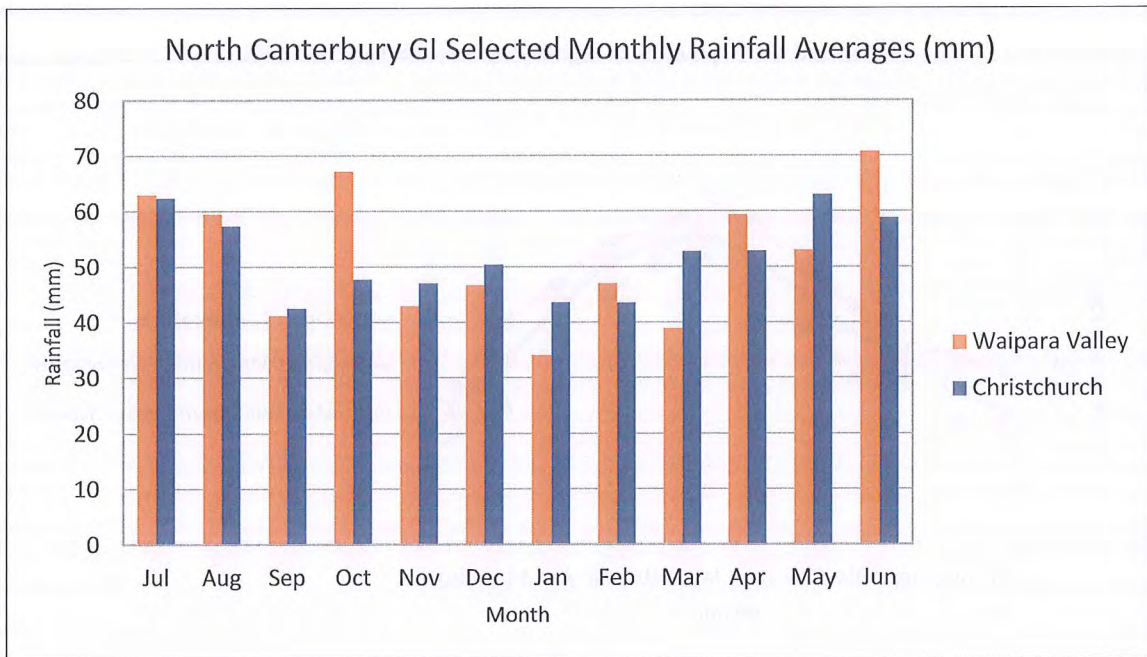
Waipara Valley GI Average Monthly Temperatures



Christchurch Average Monthly Temperatures



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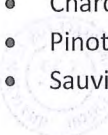


Methods of making wine in the area

Grape varieties and wine styles

North Canterbury typically produces red, white and rosé wines from the following grape varieties. The “signature” styles produced in the North Canterbury GI are: Aromatics, Chardonnay and Pinot Noir:

- Chardonnay
- Pinot Noir
- Sauvignon Blanc



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- Pinot Gris
- Riesling

Viticulture and winemaking

Viticulture and wine making practices within the North Canterbury GI are adapted to the production of ultra-premium wines from specific grape varieties in the range of physical environments that exist within the GI. The practices themselves are not unique but are aimed at promoting the distinctive characteristics of wines from the North Canterbury GI.

Particular practices unique to the North Canterbury GI are as follows:

- To ensure grapes are of the highest quality and consistent with the ultra-premium marketing within the North Canterbury GI, yields for premium bottled production are typically restricted to between 4.6 to 10 tonnes per hectare for red grape varieties and 6-13 tonnes per hectare for white grape varieties.
- Wines are made in small batches and from predominantly small single vineyard sites.
- Red wines are typically aged in oak and are macerated on their skins for extended periods. This results in wines with significant aging ability.
- Grapegrowers and winemakers within the GI have a strong commitment to sustainable, organic and biodynamic winegrowing practices. Significantly North Canterbury Vineyards have claimed the top honours in the Organic Winegrowing Awards for the past two years
- Grapegrowers and Winemakers within the GI have strong links to both Lincoln University, (the leading Viticulture & Oenology Centre in New Zealand) and Canterbury University. With the proximity of the region to both these world class institutions, local grapegrowers and winemakers have benefited from training days, practical workshops and research into the regions grapegrowing, soils, wine tourism and climate. This in turn has allowed a deeper understanding of the region and allowed members to maximise their training and participation in research.

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 processes 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.

Quality

Sensory attributes

Master of Wine, Emma Jenkins, has provided the following descriptions of the sensory attributes typically associated with wines from the North Canterbury GI.

- (i) Chardonnay

Chardonnay is a key variety for the North Canterbury GI, whose cool climate and long growing season with marked diurnal shifts produces bright, fruity wines with excellent natural acidity and moderate alcohols. Wines typically display vivid citrus and stonefruit characters; the warmer Waipara Valley wines generally have more rounded, richer palates than wines from the cooler Plains and more southerly vineyards. Unoaked and



Emma Jenkins

lightly oaked styles are found throughout the GI though a broad range of winemaking techniques including wild yeast, lees, malolactic fermentation and varying degrees of French oak may be used. Overall quality is good with wines typically positioned at mid to premium market pricing, though there are some highly sought-after wines from the Waipara Valley that would be positioned as ultra-premium. Chardonnay may also be used the production of Methode Traditionelle sparkling wines, either solo or blended with Pinot Noir.

(ii) Pinot Noir

The dominant red variety for the North Canterbury GI, producing a wide range of wines, typically displaying cherry, plum and red berryfruit with light spice and herbal notes. The cool climate and long growing season with marked diurnal shifts means wines are typically medium-bodied with expressive perfume and fruit intensity and bright acidity. Wines from the Waipara Valley tend to be slightly richer with darker fruit expression and more spice, courtesy of the relatively warmer and more protected conditions. Wines would typically be made using some degree of fine French oak, and are usually sold at the premium end of the market. Banks Peninsula wines tend to have a notable tannin structure and depth of flavour due to the heavier, more clay-orientated soils. Pinot Noir from throughout the GI may also be used for quality Methode Traditionelle sparkling wines, generally blended with Chardonnay, and is also made into still rosé wines in bright, fresh styles intended for early consumption.

(iii) Sauvignon Blanc

Distinctive aromatic Sauvignon Blanc with crisp, textural palates and juicy natural acidity is grown throughout the North Canterbury GI. The long growing season enhances varietal expression and depth of flavour, and the cool climate and marked diurnal shifts deliver heightened aromatics and racy palate structure. Wines are typically vinified in a neutral manner to preserve fruit purity but styles with a degree of oak influence may also be seen. Wines are typically positioned mid to premium market.

(iv) Pinot Gris

Pinot Gris is grown throughout the North Canterbury GI, with a wide range of aromatic, fruit-driven wines produced. The long, generally cool and dry growing season with marked diurnal shifts gives very varietally expressive wines, showing ripe pear, stonefruit and spice notes. Wines are typically light to medium-bodied, with some weightier rounded and textural styles produced at warmer sites within the GI. Some residual sugar in wines is common, balanced by the GI's ability to retain naturally crisp acidity. Winemaking input is mostly neutral to preserve fruit purity, though there is may be some use of lees influence and occasionally older oak for texture and complexity.

(i) Riesling

The North Canterbury GI has small but critically significant plantings of Riesling. The long growing season, significant diurnal shifts and cool dry autumnal weather makes it very well suited to quality Riesling production across a wide range of styles from dry to late harvest. The GI's wines are typically highly aromatic with pure-fruited expression of citrus and green apple, honey and floral notes and cleansing natural acidity. Wines are mostly delicately structured with good balance between acidity, any residual sugar and



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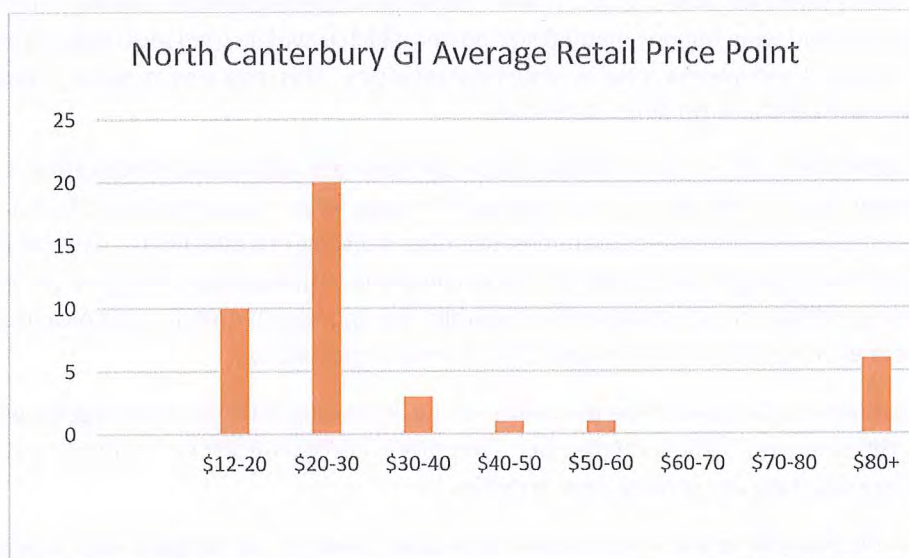
alcohol, and the cool climate and long season means fully ripe wines with naturally low to moderate alcohols (around 10% abv) are possible. Winemaking is typically neutral and protective in approach in order to showcase fruit purity.

REPUTATION

North Canterbury is developing a strong reputation for the production of boutique ultra-premium wines.

Ultra-premium positioning

Wines from the North Canterbury GI are typically positioned at the “ultra-premium” end of the wine market, defined as wines priced between US\$15 – US\$50⁸ (NZ\$22 – 73) per bottle. The mean retail price of wines bearing the North Canterbury GI is NZ\$35.92 per bottle. The range of retail prices is between NZ\$12 and NZ\$130 per bottle.



On average, wines bearing the North Canterbury GI scored 92.4 points on the 100 point scale⁹, in which scores of 90-95 points are considered Outstanding:¹⁰ a wine of superior character and style. Average scores in this range demonstrate that North Canterbury GI wines are perceived in the market as being of ultra-premium or higher quality levels.

Use of the North Canterbury GI

“North Canterbury” has been used consistently and continuously on wines since the mid-eighties when Glenmark Wines began production. Their wine labels reference both Waipara and North Canterbury. Appendix 2 shows use of the NORTH CANTERBURY GI on wine labels since this period.

Export statistics show that North Canterbury has been used as a GI on 383,000 litres of export wine from the vintages 2009 to 2017. This equates to 511,000 x 750 mL bottles of wine available for sale

⁸See, for example, Veseth, M. (2006), *Globaloney: Unravelling the Myths of Globalization*, Rowman & Littlefield, Maryland.

⁹Data courtesy of Waipara Valley North Canterbury Winegrowers as at [30 April 2017]. Scores are an average or points awarded on a 100-point scale by leading wine critics.

¹⁰Description is from Robert Parker’s *The Wine Advocate*.



on the international market bearing the North Canterbury GI over a 6 year period.¹¹ The effect of such usage is significant, as, through the process of sale, the North Canterbury GI will appear on price lists and catalogues, advertisements, media and consumer tastings, shelf talkers and on restaurant wine lists.

The national wine industry association, New Zealand Winegrowers (NZW), recognises the NORTH CANTERBURY 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^[1] <https://www.nzwine.com/media/1214/nzw-annual-report-2016.pdf>;
- The NZW Vineyard Register Report: <https://www.nzwine.com/media/4221/2017-vineyard-register.pdf>;
- The www.nzwine.com website;
- NZW pamphlets and materials about the NZ wine industry and its regions, such as:
 - *Canterbury and North Canterbury*: <https://www.nzwine.com/en/regions/gisborne/>
 - *A Land Like No Other*: <https://www.nzwine.com/media/6390/a-land-like-no-other.pdf>.
- The New Zealand wine regions map A0 size poster which is widely used including in association with all national and international promotional activities. This map also appears as the sixth panel in the *A Land Like No Other* pamphlet.

Producers within the NORTH CANTERBURY GI also participate in international marketing events and incoming visitor programmes and events organised through NZW. These frequently feature regional overview tastings and education programmes including NORTH CANTERBURY GI wines as well as participation from producers within the GI. These combined activities have an enormous global reach, covering millions of consumers in NZ, Australia, Europe, North America and Asia. Data on the reach of these events is set out in the NZW 2016 Annual Report above.

The North Canterbury GI is becoming the centre of the marketing activities of producers within both the wider Canterbury and Waipara Valley GI's. The NORTH CANTERBURY GI has been used extensively in marketing and promotional activities.

The North Canterbury Wine and Food Festival is the new name for the Waipara Wine and Food Festival which began in 1992. In 2016 while the event has stayed at its home in Waipara it has been rebranded to become the "North Canterbury Wine and Food Festival". This rebrand reflects the importance and value of the NORTH CANTERBURY brand to local producers. The festival attracts over 30 wine producers alongside numerous artisan food producers. The audience is the public with some trade and has a strong following.

- www.ncwineandfood.co.nz/
- <https://www.eventfinda.co.nz/2017/north-canterbury-wine-and-food-festival/waipara>
- <https://visithurunui.co.nz/events/654-north-canterbury-wine-and-food-festival>
- www.waiparavalleynz.com/.../waipara-valley-wine-and-food-festival-north-canterbury
- <http://www.waiparawinetour.co.nz/waipara-wine-food-festival>
- <https://visithurunui.co.nz/events/654-north-canterbury-wine-and-food-festival>
- <https://www.facebook.com/NCwineandfood/>

¹¹ Note that the data does not include wines from the 2015 vintage, and only covers exports to July 2015.

^[1] Where NZW publications provide data for both Waipara and Canterbury regions, Canterbury data typically exclude Waipara data, so totals may need to be aggregated to produce CANTERBURY GI data.



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North Canterbury Forage

The North Canterbury Wine Region is surrounded by fields, farms, truffieries, wild roadside verges and vineyards all of which offer a huge variety of wild and cultivated food and wine. The region grows grapes for a living, food for the satisfaction, and they forage for the thrill of the hunt. A group of like-minded North Canterbury Vineyards created the opportunity to share that experience with people through the Forage North Canterbury event. Eight teams with a chef assigned hunt the hills, fish the rivers, dive the ocean, forage the seashore, fields, farms, estuary and vineyards. The haul is bought back to Pegasus Bay restaurant early afternoon then and the chefs then have only four hours to come up with a dish for sixty hungry collectors.¹² This extraordinary event creates huge international media interest and is now in its fourth year.

- <http://foodandwine.co.nz/about-us/news/forage-north-canterbury/>
- <https://vimeo.com/124989478>
- www.stuff.co.nz/life-style/.../Forage-North-Canterbury-brings-together-a-fabulous-feed
- <http://www.joellethomson.com/2017/01/27/food-foraging-in-north-canterbury/>
- <http://wild-foods-nz.blogspot.co.nz/2016/05/forage-north-canterbury-2016.html>
- <https://www.youtube.com/watch?v=wyDIGR8cnIE>
- <http://www.stuff.co.nz/life-style/food-wine/88823180/Forage-North-Canterbury-brings-together-a-fabulous-feed>
- <http://blogs.evergreen.edu/comalt-madeline/north-canterbury-forage-2017/>

North Canterbury Wine Region Map – available in print and online:

<http://www.waiparavalleynz.com/wp-content/uploads/2017/05/7.02.17-North-Canterbury-Wine-A3-brochure-web-.pdf>

Examples of branding and images of the current marketing of the NORTH CANTERBURY GI are attached as Appendix 3.

The NORTH CANTERBURY GI and its wine have been widely referred to in national and international media. An indicative selection is set out in Appendix 4.

The wines of the NORTH CANTERBURY GI have been recognised nationally and internationally for their quality in wine competitions. Below is an indicative list of recent awards for wines bearing the NORTH CANTERBURY GI:

- Mt Beautiful 2015 Riesling Gold Medal – LA International Wine Competition
- Mt Beautiful 2014 Sauvignon Blanc Gold Medal – LA International Wine Competition
- Mt Beautiful 2014 Riesling Gold Medal – TEXSOM International Wine Competition
- Black Estate, NZ Organic Wine Awards – 2017 Vineyard of the Year
- Black Estate Home Rose 2016 - 2017 NZ Organic Wine Awards Gold Medal
- Black Estate Home Pinot Noir 2015 - 2017 NZ Organic Wine Awards Gold Medal
- Black Estate Damsteep Pinot Noir 2015 - 2017 NZ Organic Wine Awards Gold Medal
- Black Estate Damsteep Riesling 2015 – 2016 NZ Organic Wine Awards – Gold Medal
- Black Estate Netherwood Rose 2015 – 2016 NZ Organic Wine Awards – Gold Medal

¹² <http://tongueingroove.co.nz/forage-north-canterbury/>



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Formal recognition of the NORTH CANTERBURY GI

While New Zealand has not had a formal registration system for GIs in place, the New Zealand Government has formally recognised “North Canterbury” on several occasions where this has been necessary to facilitate exports. This provides evidence that the North Canterbury GI is already recognised by the New Zealand Government to the extent possible under the current New Zealand law, and that such recognition has been accepted by the governments of other countries.

The New Zealand Government included “North Canterbury” 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 “North Canterbury” 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*.¹³

In 2010, the New Zealand Government included “North Canterbury” as a New Zealand geographical indication for use on wines exported to Brazil in the *Brazil Wine Notice of Overseas Market Access Requirements*.¹⁴

In 2013, the New Zealand Government included “North Canterbury” on the list of New Zealand wine regions¹⁵ 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*.¹⁶

North Canterbury is included as a New Zealand GI on the International Organisation for Wine and Vine’s *International Database of Geographical Indications*.¹⁷

NORTH CANTERBURY GI and tourism

The North Canterbury wine growing region borders the Rakaia River in the South takes in one New Zealand’s largest cities, Christchurch to the East and then covers the region to the Marlborough boundary. Eight-five percent of the plantings in the region are in and around the Waipara Valley, a destination on its own.

The region is closely associated with wine tourism and this in turn has contributed strongly to the reputation of the North Canterbury GI. Many wineries in the region have cellar doors, and several have restaurants.

Restaurants

There are four winery restaurants in the Waipara Valley; one inland near Hanmer Springs and two west of Christchurch in the West Melton and Tai Tapu areas. These restaurants not only draw the patronage of the local Christchurch market, but succeed hugely in getting international visitors to stop in the region while they are travelling either north or south through the North Canterbury GI. Pegasus Bay in the Waipara Valley was awarded the Cuisine Good Foods Award ‘Winery Restaurant of the Year’ in 2016, 2015, 2014, 2012, 2011 (Co-winner) 2010, 2009, 2008. Melton Estate near

¹³<http://www.foodsafety.govt.nz/password-protected/omars/eun/wine/other/part-2.pdf>

¹⁴<http://www.foodsafety.govt.nz/password-protected/omars/bra/wine/other/part2.pdf>

¹⁵ Note that the Protocol does not use the terminology of “geographical indications” although it is understood that GIs fall within the definition of “wine regions” at Article 1(g) of the Protocol.

¹⁶[http://ita.doc.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203\(e\)%20New%20Zealand.pdf](http://ita.doc.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203(e)%20New%20Zealand.pdf)

¹⁷<http://www.oiv.int/oiv/info/enbasededonneesIG>



Gaw

Christchurch was judged as “Best in Wine Tourism’ in both the 2012 and 2013 Great Wine Capitals of the World Awards.

Cellar Doors

There are 17 cellar doors within the GI that are open with set hours and days each week; seven within the Waipara Valley, one in both Hanmer Springs and Cheviot, two in the Akaroa area and six in close proximity to Christchurch. In addition, there are another 20 vineyards with cellar door offered on a ‘by appointment’ basis.

Wine & Food Trails

There are two wine and food trails actively promoted within the North Canterbury GI. One in the Christchurch and southern half of the GI known as the Selwyn Wine and Food Trail, the other in the northern half of the GI known as the North Canterbury Wine and Food Trail. A link to the maps of the Wine and Food trail websites are shown under Appendix 3. A selection of websites referring to wine tourism in the NORTH CANTERBURY GI are set out below:

- <http://www.foodandwinetrail.co.nz/>
- <http://www.christchurchnz.com/what-to-see-and-do/canterbury-vineyards/the-wine-of-north-canterbury/>
- <http://www.waiparavalleynz.com/>
- <http://www.ncwineandfood.co.nz/>
- <http://www.newzealand.com/ie/article/north-canterbury-wine-tasting/>



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“Some of the information in this document may be redacted to protect the privacy of natural persons”

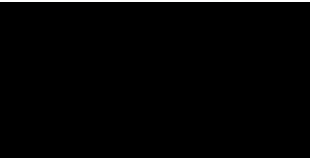
Declaration

I, Gillian Claire Walsh, of  Fernside, Event Coordinator
[Name] [Place of residence]

being a person authorised to present evidence in support of this Application on behalf of the Applicant, solemnly and sincerely declare that:

1. The evidence contained in and with this application, including appendices and attachments, is true and correct to the best of my knowledge.
2. I make this solemn declaration conscientiously believing the same to be true and by virtue of the Oaths and Declarations Act 1957.

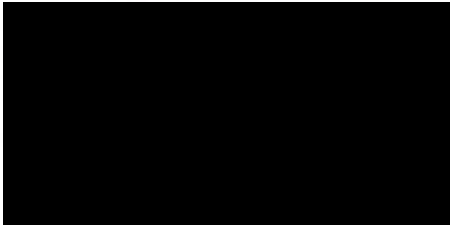
Name: Gillian Claire Walsh

Signature: 

Declared at RANGIORA this 25TH day of July 2017.

Before me:

[Name of Justice of the Peace, or solicitor, or other person authorised to take a statutory declaration.]

Signature: 

P.R. Fantham, JP
#10092
CHRISTCHURCH
Justice of the Peace for New Zealand



APPENDIX 1: 'GEOLOGY LANDFORMS AND SOILS OF THE WAIPARA AND WAIKARI REGIONS OF NORTH CANTERBURY 2015'

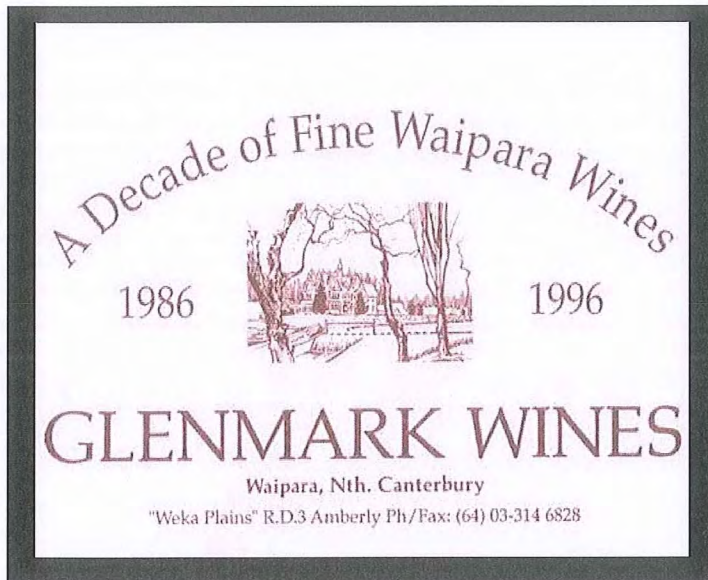
[Note: due to file size constraints in the registration system,
this appendix (220 pages) will be provided separately]



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APPENDIX 2 - WINE LABEL SHOWING NORTH CANTERBURY GI USAGE

1980s & 1990's



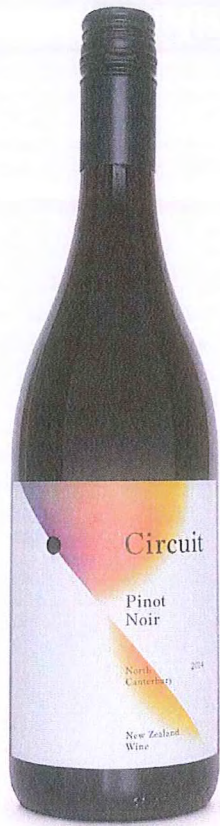
2000's onwards



<https://talk-a-vino.com/tag/menhir-salento-quota-31-primitivo/>



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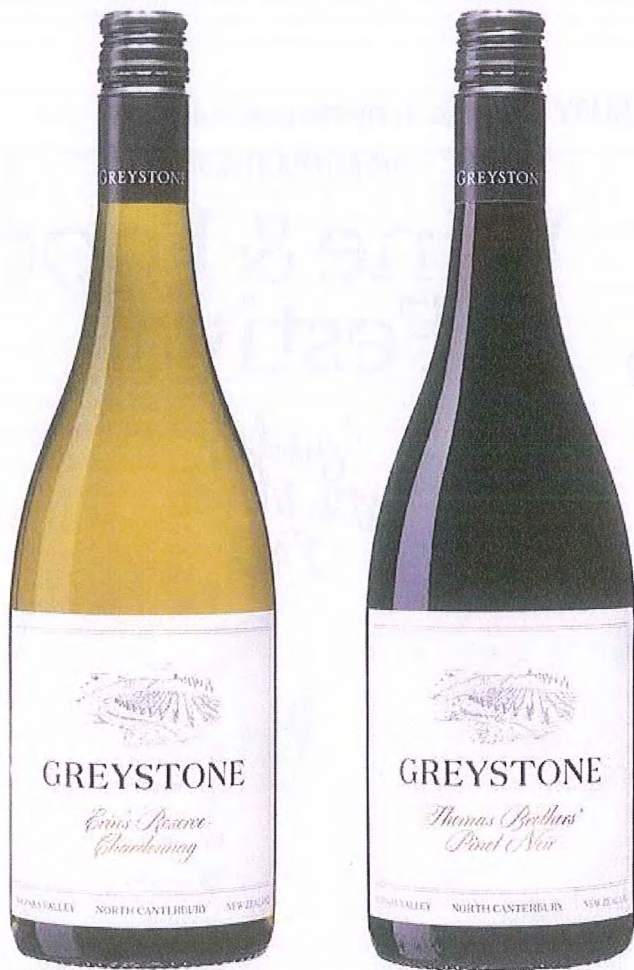


<http://blackestate.co.nz/wines/pinot-noir/2014/circuit>

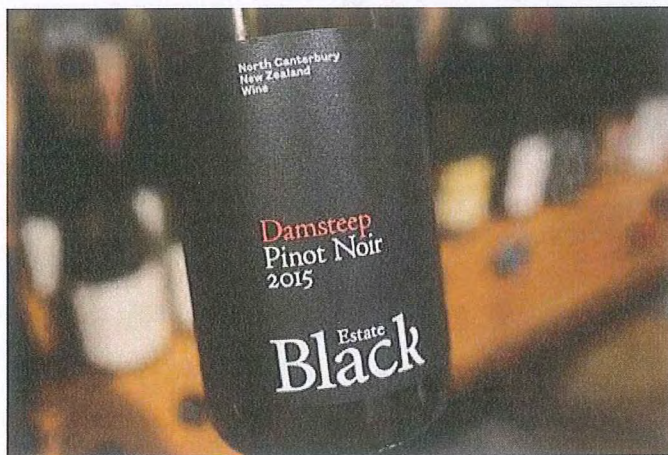


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<https://www.greystonewines.co.nz/collections/footerimages>



<http://www.wineanorak.com/wineblog/new-zealand/an-extensive-tasting-of-pinot-noir-from-north-canterbury-new-zealand>



J.P.
Gaw

Appendix 3 – NORTH CANTERBURY GI usage in marketing materials

NORTH CANTERBURY

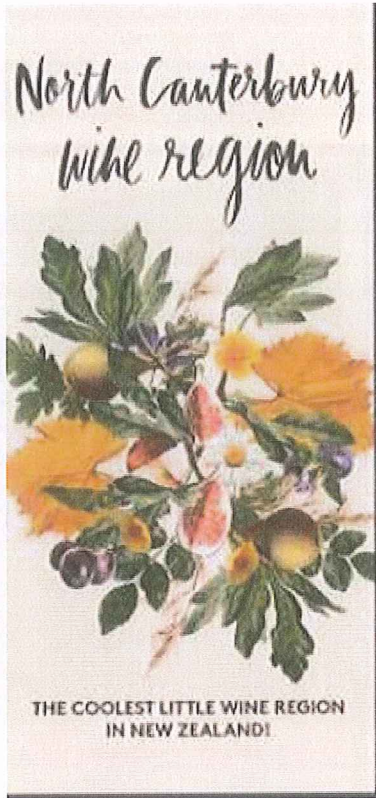


Wine & Food Festival

Sunday
12th March
2017



Wine region brochure/map



SH1 traveling south (Waikuku)

Advertising billboards

Regional Tasting November 2016



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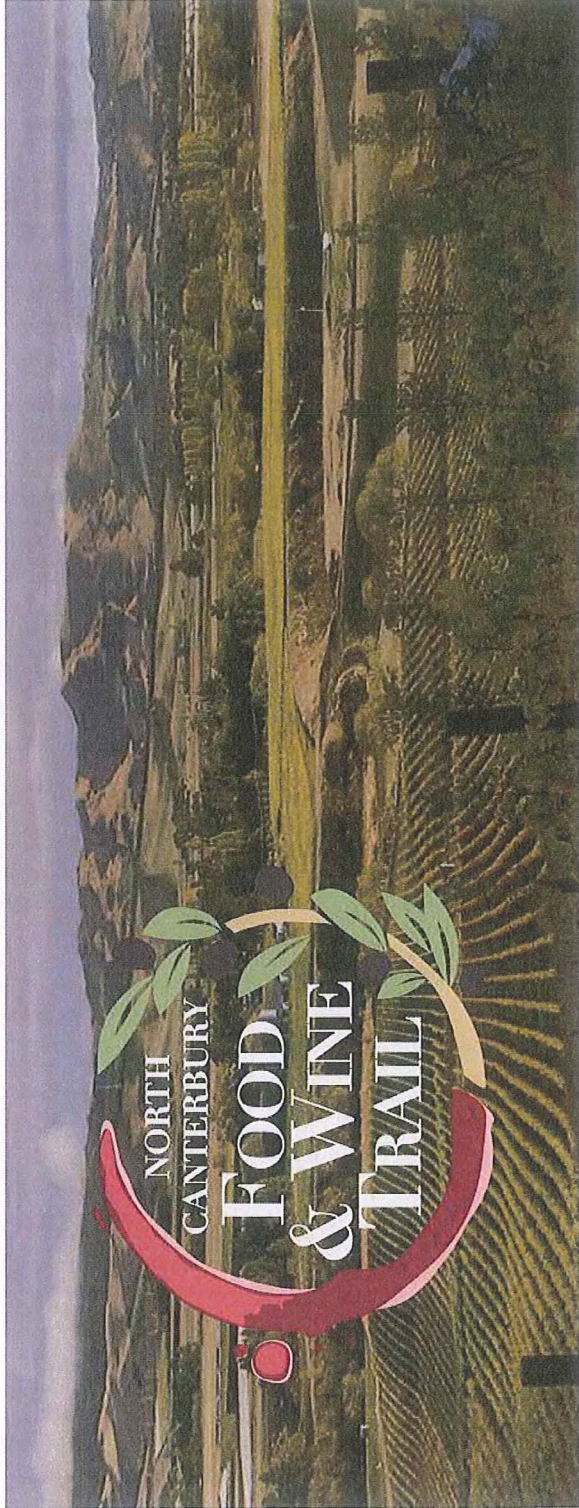
Airport Signage – Christchurch International Airport 2017



North Canterbury wine region



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Welcome to the North Canterbury Food & Wine Trail

The North Canterbury Food & Wine Trail showcases North Canterbury's local flavours - fantastic food, Canterbury wine, authentic food and wine itineraries and passionate people.

Discover fresh seasonal produce, savour wine tasting and wine tours, enjoy cafe or restaurant dining, relax in idyllic rural accommodation and experience an easy pace of life just twenty minutes north of Christchurch.

The North Canterbury Food & Wine Trail encapsulates the world famous wine region of Waipara, as well as Rangiora, Oxford, Pegasus, Amberley and Hamner Springs.



GCW

North Canterbury Vineyards

Home

Search

NORTH CANTERBURY VINEYARDS
From the Waikari River in the North to the Waipara Valley in the South

Like | Following | Share

Status | Photo/Video

Write something on this Page...

Community

Search for posts on this Page

Invite friends to like this Page

318 Likes
 Sally Berry and 8 other friends like this

North Canterbury Vineyards is a group of like-minded wineries keen to tell the story of this beautiful place.

About | Send message | Community | See All

Visitor Posts

Alice Henderson

Photos

FORAGE NORTH-CANTERBURY 2017

Created on your behalf, your website
 James Ballinger

The opportunity to experience the best of the region
 Alex 5/5/17

It was a fantastic evening, the quality of the food and the
 Jimmy Matheson

Thank you for the evening
 George 5/5/17

Out of this world, such a beautiful evening
 Andrew Murray

Thank you for the evening
 Murray 5/5/17

Magical evening with you and fantastic service
 John Clarke

5/5 Alex 5

FORAGE 2017, North Canterbury
 Steven Levy

Really lovely evening
 Dave

Foraged (local) greens and beautiful Latin and Lorraine dishes
 Geoff Hurst

Thank you for the evening
 Mark (Crestview Vineyard)

North Canterbury Vineyards

Home

About

Photos

Videos

Events

Posts

Community

Create a Page



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The best place to Relax



Hammer Springs

Thermal Pools & Spa

After you have enjoyed some of the region's best food and wine, why not indulge a little more. Enjoy 12 open-air thermal pools, saunas and a steam house, all set in a peaceful and beautiful natural day spa.

On combine the food and wine theme with a drink and a spa for our spa combine the pools. Open seven days 10am - 5pm.

0800 4 HANMER hammer Springs.co.nz

WAIMAKARIRI NORTH CANTERBURY

The Waimakariri district includes the towns of Christchurch and Ashburton north of the Waimakariri Ranges. With a rich history and beautiful coastline, it offers a wide range of activities and experiences. The district is known for its scenic views, outdoor recreation, and vibrant community events. Key features include the Waimakariri Ranges, the Waimakariri River, and the Waimakariri Peninsula. The district is also home to several small towns and villages, each with its own unique character and charm.

HURUNUI NORTH CANTERBURY

We have one of the best gateways to the world of our district, so with spectacular scenery, mountains, forests and waterfalls, it's no wonder why Hurunui is a popular destination. The district offers a wide range of activities and experiences, from outdoor recreation to cultural events. Key features include the Hurunui Ranges, the Hurunui River, and the Hurunui Peninsula. The district is also home to several small towns and villages, each with its own unique character and charm.

Artisan BYEMANORA BAKERY

14 High Street, Rangiora
03 378 2222
www.bymanorabakery.com

Artisan Bakery is a family-run business that has been producing award-winning breads and pastries for over 40 years. Our products are made with the finest ingredients and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of breads, including sourdough, ciabatta, and focaccia, as well as pastries, cakes, and pies. Our bakery is open seven days a week, and we welcome all customers.

Three Lambs COFFEE HOUSE & RESTAURANT

65A Main North Road, Woodend
03 378 2222
www.threelambs.co.nz

Three Lambs is a family-run business that has been producing award-winning coffee and food for over 20 years. Our coffee is made with the finest beans and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of coffee products, including whole bean coffee, ground coffee, and coffee capsules. Our restaurant is open seven days a week, and we welcome all customers.

Reddy Bites Cafe and F.O.D.

Beattie Drive, Christchurch
03 378 2222
www.reddybites.co.nz

Reddy Bites is a family-run business that has been producing award-winning coffee and food for over 20 years. Our coffee is made with the finest beans and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of coffee products, including whole bean coffee, ground coffee, and coffee capsules. Our cafe is open seven days a week, and we welcome all customers.

The Banker cafe & cafe

Princes Gate, Christchurch
03 378 2222
www.thebanker.co.nz

The Banker is a family-run business that has been producing award-winning coffee and food for over 20 years. Our coffee is made with the finest beans and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of coffee products, including whole bean coffee, ground coffee, and coffee capsules. Our cafe is open seven days a week, and we welcome all customers.

Pink Sugar outside cafe

74 Main Street, Christchurch
03 378 2222
www.pinksugar.co.nz

Pink Sugar is a family-run business that has been producing award-winning coffee and food for over 20 years. Our coffee is made with the finest beans and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of coffee products, including whole bean coffee, ground coffee, and coffee capsules. Our cafe is open seven days a week, and we welcome all customers.

Black Estate

614 Cashmere Road, Waimakariri
03 378 2222
www.blackestate.co.nz

Black Estate is a family-run business that has been producing award-winning coffee and food for over 20 years. Our coffee is made with the finest beans and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of coffee products, including whole bean coffee, ground coffee, and coffee capsules. Our cafe is open seven days a week, and we welcome all customers.

Georges Road WINES

625 to 630 Main Road, Waimakariri
03 378 2222
www.georgesroad.co.nz

Georges Road is a family-run business that has been producing award-winning wine for over 20 years. Our wine is made with the finest grapes and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of wine products, including red wine, white wine, and sparkling wine. Our wine is open seven days a week, and we welcome all customers.

Brew Moon BREWING COMPANY

12 Main Street, Rangiora
03 378 2222
www.brewmoon.co.nz

Brew Moon is a family-run business that has been producing award-winning beer for over 20 years. Our beer is made with the finest ingredients and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of beer products, including lagers, ales, and IPAs. Our beer is open seven days a week, and we welcome all customers.

Greystone Wines

370 Great Road, Waimakariri
03 378 2222
www.greystone.co.nz

Greystone is a family-run business that has been producing award-winning wine for over 20 years. Our wine is made with the finest grapes and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of wine products, including red wine, white wine, and sparkling wine. Our wine is open seven days a week, and we welcome all customers.

Heritage HAMMER SPRINGS

100 Main Street, Rangiora
03 378 2222
www.heritage.co.nz

Heritage is a family-run business that has been producing award-winning food and drink for over 20 years. Our food and drink are made with the finest ingredients and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of food and drink products, including breads, pastries, and coffee. Our business is open seven days a week, and we welcome all customers.

Copper Road CAFE & RESTAURANT

100 Main Street, Rangiora
03 378 2222
www.copperroad.co.nz

Copper Road is a family-run business that has been producing award-winning food and drink for over 20 years. Our food and drink are made with the finest ingredients and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of food and drink products, including breads, pastries, and coffee. Our business is open seven days a week, and we welcome all customers.

NORTH CANTERBURY FOOD & WINE TRAIL

fresh flavours
authentic experiences
fantastic food & wine
passionate people

Brought to you by
HURUNUI
Waimakariri

0800 4 HANMER hammer Springs.co.nz

0800 4 HANMER hammer Springs.co.nz

Waipara Hills

780 Coleridge Road, Waipara
03 378 2222
www.waiparahills.co.nz

Waipara Hills is a family-run business that has been producing award-winning wine for over 20 years. Our wine is made with the finest grapes and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of wine products, including red wine, white wine, and sparkling wine. Our wine is open seven days a week, and we welcome all customers.

Pyramidal Valley WINES

548 Pyramidal Valley Road, Waipara
03 378 2222
www.pyramidalvalley.co.nz

Pyramidal Valley is a family-run business that has been producing award-winning wine for over 20 years. Our wine is made with the finest grapes and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of wine products, including red wine, white wine, and sparkling wine. Our wine is open seven days a week, and we welcome all customers.

Red Post Cafe

2 Highgate Drive, Christchurch
03 378 2222
www.redpostcafe.co.nz

Red Post Cafe is a family-run business that has been producing award-winning coffee and food for over 20 years. Our coffee and food are made with the finest ingredients and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of coffee and food products, including coffee, pastries, and sandwiches. Our cafe is open seven days a week, and we welcome all customers.

Pegetons Bay WINERY

200 Pegetons Road, Waimakariri
03 378 2222
www.pegetonsbay.co.nz

Pegetons Bay is a family-run business that has been producing award-winning wine for over 20 years. Our wine is made with the finest grapes and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of wine products, including red wine, white wine, and sparkling wine. Our wine is open seven days a week, and we welcome all customers.

Pukeko Junction CAFE & WINE GALLERY

68A Newmarket Road, Christchurch
03 378 2222
www.pukekojunction.co.nz

Pukeko Junction is a family-run business that has been producing award-winning coffee and wine for over 20 years. Our coffee and wine are made with the finest ingredients and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of coffee and wine products, including coffee, wine, and pastries. Our business is open seven days a week, and we welcome all customers.

Waiwera Valley FARMERS MARKET

Waiwera Valley, Christchurch
03 378 2222
www.waiwera.co.nz

Waiwera Valley is a family-run business that has been producing award-winning food and drink for over 20 years. Our food and drink are made with the finest ingredients and traditional techniques, resulting in a delicious and authentic taste. We offer a wide range of food and drink products, including breads, pastries, and coffee. Our business is open seven days a week, and we welcome all customers.



GUIDE MAP



North Canterbury
Wine Region



Our Region

Located on the east of New Zealand's South Island, North Canterbury is an increasingly renowned destination for food, wine and nature. We are south on sea (around 1000 kms) but by air quite accessible. There are some 30-40 vineyards in North Canterbury spread out over and separated by local features.

Our two main sub-regions Waipara Valley and Waiataru lie between the snow-capped Southern Alps to the west, and the craggy South Tairāwhiti Hills to the east. On the other side of the hills, a mostly and beautiful coast of craggy beaches, vineyards, farms and coastal villages.

Our Soil & Climate

The region has diverse and interesting soil types for which particularly Pinot Noir, Viognier and Riesling thrive.

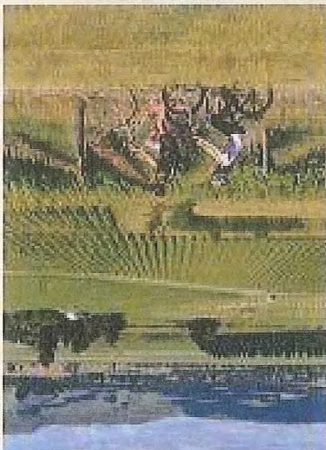
The climate is mainly temperate, but during cold winters the cold flow of the Tasmanian Current is felt north and made up of good vineyardly clay and limestone soils in many locations. In the north, Waipara has limestone derived soils on elevated slopes.

Although our region is considered cool climate the latitude this period the region has cooler winter winds and the Tasmanian flow ensure low rainfall, elevated sunshine and relatively warm summers. Canterbury's long dry autumns and good diurnal variation help to produce phenolic ripeness and complexity in the wines.



Wairarapa Regional Council

The Wairarapa region is a beautiful area with diverse landscapes, vineyards and wineries. It is a great place to visit for wine lovers and nature enthusiasts. The region is known for its stunning views and delicious food and wine.



The 100km Pinot Noir North Canterbury

Local Food & Foraging

Wine and food go hand in hand. We are fortunate to be surrounded by hills, farms, forests, coast, vineyards and vineyards.

Food production is woven tightly into the fabric of our history. This area was settled in the 1850s, growing by farmers seeking large expanses of pasture. Our region is filled with native grasses which provide the natural products, much of which is used in our winery endeavours.

Foraging for food is a North Canterbury tradition which can show and contribute to our high quality wine.

For more information visit www.wairarapa.govt.nz



The North Canterbury wine region is an Aladdin's cave of geologically rich limestone, mudstone and fossiliferous volcanic tuffs. Millions of years of snow melt from the mountains have created its diverse and fascinating folds.



The North Canterbury Wine & Food Festival



The North Canterbury Wine & Food Festival

North Canterbury Wine & Food Festival

North Canterbury Wine & Food Festival is an annual summer wine event on the east coast of the 1000-year-old hills at Geraldine, Waipara.

Thousands flock to the event to taste our wines and celebrate the local food and produce. Bouncing grape back time.

The festival has a great atmosphere, with live music and dancing where people enjoy good food, wine and family friendly entertainment.

Next to our festival is the Capetown 1000 Hills Race on the site to share a passion for food quality and sustainability.

For more information visit www.wairarapa.govt.nz



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Appendix 4 - Selection of Media Articles referencing the NORTH CANTERBURY GI

<https://www.thedrinksbusiness.com/2017/03/nzs-north-canterbury-still-a-hidden-little-secret/>

<http://www.stuff.co.nz/travel/destinations/nz/87917544/drinking-in-north-canterburys-goods>

<http://www.scoop.co.nz/stories/BU1209/S00085/greystone-accolades-at-romeo-bragato.htm>

<http://www.stuff.co.nz/travel/destinations/nz/75401569/a-great-place-to-be-look-north-of-christchurch-for-wine-food-and-fun>

<http://www.stuff.co.nz/travel/destinations/nz/79639516/the-perfect-autumn-day-in-north-canterbury>

<http://www.stuff.co.nz/life-style/food-wine/88823180/forage-north-canterbury-brings-together-a-fabulous-feed>

<http://www.decanter.com/wine-news/new-winery-makes-it-into-top-nz-pinot-listing-40743/>

<http://www.stuff.co.nz/national/90334316/north-canterbury-wine-and-food-festival-goes-ahead-despite-rain>

<https://www.stuff.co.nz/94453432/John-Saker-Premium-Kiwi-wines-finally-poised-to-have-their-day-in-the-sun>

<http://www.thewanderingpalate.com/events/bell-hill-north-canterbury-new-zealand-wine-dinner-with-growers-proprietors-marcel-giesen-sherwyn-veldhuizen-at-les-amis-singapore/>

<https://chasingthevine.com/2014/02/28/pyramid-valley-vineyards-north-canterbury-new-zealand/>

<http://wakawakawinereviews.com/2017/02/27/stand-out-wines-from-north-canterbury/>

<http://wakawakawinereviews.com/2017/02/15/photos-from-north-canterbury/>

<http://www.wineanorak.com/wineblog/new-zealand/an-extensive-tasting-of-pinot-noir-from-north-canterbury-new-zealand>

<http://www.wineanorak.com/wineblog/new-zealand/some-interesting-alternative-wines-from-the-waipara-hermit-ram-and-ekleipsis>

<https://vimeo.com/211225220>

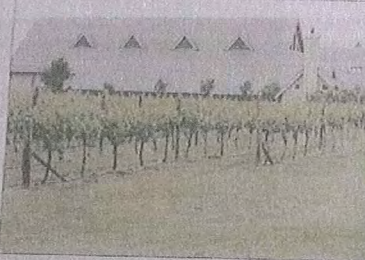


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More accolades for local winemakers

With several North Canterbury wines featuring among the medals, a Marlborough Gewurztraminer has taken out the top spot in the International Aromatic Wine Competition for the second year in a row. Lawson's Dry Hills Gewurztraminer 2013 was awarded the Supreme Champion Wine in Show Trophy during judging on October 19 and 21. The competition which has been running for 12 years is hosted by the Canterbury Agricultural and Pastoral Association in conjunction with the Canterbury A&P Show.



In terms of fruit purity and elegant fragrances to drink in the summer evenings, these wines should convert a whole new generation of wine lovers.

The competition is open to all Riesling, Sauvignon Blanc, Pinot Gris, Gewurztraminer, Viognier and other grape varieties including Muscat, Verdelho, Arnie and Sauvignon Gris, made in an aromatic style from any internationally recognised region.

Judges awarded 600 section trophies and 250 medals including 31 gold medals, 88 silver and 173 bronze medals from 269 entries. All section trophy winners competed for the title of Supreme Champion Wine in Show.



Copeland.

Accolades... Waipara Hills won more awards in the International Aromatic Wine Competition ahead of the Canterbury A&P Show.

Barbara Lawson founded Lawson's Dry Hills in 1992 with her late husband Ross after growing grapes on their vineyard since 1950. Among Waipara-Hurunui wines to feature in the medals were Georges Road Pinot Gris 2013 (gold), Georges Road Riesling 2012, Mud House Estate Waipara Valley Riesling 2013, Terrace Edge Classic Riesling 2012, Waipara Hills Equinox Riesling 2013, Waipara Hills Equinox Pinot Gris 2013, Omihiri Road Gewurztraminer 2011, Omihiri Road Riesling 2009 (all silver), Mud House Waipara Valley Pinot Gris 2013 (bronze). Chairman of Judges Terry Copeland was impressed by

the quality of wines entered, and in particular the Gewurztraminer class as a whole. "The competition has seen the highest quality of wines entered since the competition began 12 years ago. Thirty one gold medals were awarded and the number of varieties represented in this list is the most comprehensive in the competition's history. Nine different grape varieties won gold medals, and the Gewurztraminer class was simply outstanding. "It was very gratifying that wines from an array of vintages won prestigious medals. The trophy winning Sauvignon Blanc was from the 2012

Jim Harro.

vintage and an absolute stunning wine. It shows the winemaking industry is maturing and it's not all about fresh punchy wines and a desire to sell them through as quickly as possible. "The overall quality of wines and some great vintages for aromatic varieties over the past few seasons have combined well which is fantastic for the consumer to enjoy this summer. "Riesling, as usual, was a standout with two trophies and four distinct styles emerged with gold medals. Dry, medium, dessert sweet, and the flinty Australian styles all showed well.

Mr Copeland led a panel of experienced judges for the rigorous testing process. Judges included Sam Kim (wine writer), Kate Radburn (Ed Pass Wine), Jim Harro (New Zealand Winegrower), Peter Evans (Otherworld Estate), Oly Masters (Stanza Vineyard and Trippare Wine Consulting) and Jane Boyle (wine consultant, jacking panelist Cuisine magazine). Judges also judged wine from the entrants of the inaugural Riedel New Zealand Young Winemaker of the Year Competition. Nine young winemakers entered from throughout New Zealand and the winner will be announced during the Canterbury and

22 Brougham Street
 Phone: (03) 338 4699 or
 riccartonplayers.co.nz

and set sail for the New World in the 1930s and 40s. "We are very happy to come back to play in Christchurch for a second

martini concerto with this wonderful ensemble of excellent musicians." The concert is on April 18, 7:30 pm at the Charles Loney Auditorium. Tickets are available from Eventim



Golden streak continues

The golden streak in the North Canterbury region continues with more wines from the Waipara region taking home accolades at the Easter Wine show - the country's longest running wine competition.

Gold medals in the show were awarded to: Bishops Head Waipara Valley Chenin Blanc 2011, Waipara Hills Waipara Valley Gewurztraminer 2014, Waipara Hills Waipara Valley Pinot Gris 2014, and Mount Brown Estates Pinot Noir 2013.

In addition to Gold, the Bishops Head Waipara Valley Chenin Blanc 2011 took home the Drinks Biz Trophy for Champion Wine of Other Varieties.

In addition the region also received a number of silver medals including: Catherine's Block Barrique Ferment Sauvignon Blanc 2013, Mud House Single Vineyard The Mound Waipara Valley Riesling 2014, Waipara Hills Waipara Valley Riesling 2014, Bishops Head Waipara Valley Pinot Gris 2013, Mud House Single Vineyard Home Block Waipara Valley Pinot Gris 2014, Waipara Hills Equinox Pinot Gris 2013 and Terrace Edge Pinot Noir 2013.

Also out are the latest ratings by Cuisine magazine where the top Riesling was awarded to Waipara Hills, Waipara Valley Riesling 2014.

we got you covered. mike P



Declaration

I, Catherine Jane Keitt, of Kaipoi, New Zealand,
[Name] [Place of residence]

being a person authorised to present evidence in support of this Application on behalf of the Applicant, solemnly and sincerely declare that:

1. The evidence contained in and with this application, including appendices, is true and correct to the best of my knowledge.
2. I make this solemn declaration conscientiously believing the same to be true and by virtue of the Oaths and Declarations Act 1957.

Name: Catherine Keitt

Signature: C.J. Keitt

Declared at Christchurch this 28th day of May 2019.

Before me: Giana Filoi Fyfe
Solicitor
Christchurch

[Name of Justice of the Peace, or solicitor, or other person authorised to take a statutory declaration.]

Signature: 

Further supplementary evidence in support of an application for registration of a New Zealand Geographical Indication: NORTH CANTERBURY

Response to request for supplementary information

Preliminary Note

As discussed in section 3 below, since filing the Supplementary Declaration of 1 May 2018, the Applicant has functionally merged with the other Canterbury winegrowing body, Wines of Canterbury Inc. The merged entity has been rebranded North Canterbury Wine Region (see page 7).

I am the current Chair of the Applicant, a role I have held since 16 August 2018.

Introduction

In IPONZ' subsequent *Compliance Report* dated 30 August 2018, IPONZ noted the following basis for the rejecting the Rakaia River as the southern boundary of the proposed NORTH CANTERBURY GI wine region:

Regulation 8 –evidence does not support boundary claimed

We have reviewed the supplementary evidence that you have submitted in support of the application. However, we do not consider that the further submitted evidence supports the claimed southern boundary of the North Canterbury GI, as defined by the co-ordinates.

While there may be an absence of any agreed or formal definition of North Canterbury, and other bodies in Canterbury may define their southernmost boundary as being the Rakaia river, it doesn't follow that the provided information supports the southernmost boundary being the Rakaia River for the purposes of protection of the North Canterbury GI for wine goods.

Evidence submitted in support of the reputation of the GI North Canterbury for wine should relate to *the reputation of the wine goods as essentially attributable to the area*. In this case, to justify the position of the southernmost boundary as the Rakaia river, *the evidence should show that consumers understand the North Canterbury GI for wine as being anywhere north of the Rakaia River*.

You have stated that grapes grown by growers in the Christchurch and Banks Peninsula areas of North Canterbury are recognised as being North Canterbury grapes, however, it does not follow that wines from these areas are recognised as being from the North Canterbury GI.

Before your application can be accepted, you will need to:

- Provide further evidence that justifies the southern boundary of the North Canterbury GI for wine (as filed); alternatively
- Request to amend the southern boundary of the North Canterbury GI so that it accords with the material filed by the applicant to show the reputation of wine that is essentially attributable to the North Canterbury GI.

Submissions: The Applicant requests that the Registrar reconsider the evidence already provided and provided herein, in light of the following three submissions (which are expanded on later in this statutory declaration):

1. **Consumer understanding:** The Registrar is interpreting the requirements of the GI Act to require that consumers of North Canterbury wine must not only be aware of the reputation of wine from the GI, but must also know the precise boundaries of the GI region. We do not believe that establishing reputation of wines from a GI requires establishing consumer knowledge of precise boundaries of that GI; indeed most consumers of most GI wine would not be aware of the relevant GI boundaries.
2. **“Grape regions” are “wine regions”:** The Registrar’s rejection is also based on the view that it even if grapes are recognised as being from the North Canterbury region, wines from those grapes need not be recognised as being from North Canterbury. That view is in conflict with New Zealand law (in particular the *Wine (Specifications) Notice 2006*, governing the labelling of wine) which explicitly equates the “origin” of the wine for labelling purposes with the area where the grapes were grown, subject only to the permission to include up to 15% of the wine from grapes grown outside the stated area.
3. **GI regions can grow:** It is internationally accepted – including in the GI Act – that GI regions can grow or change. This necessarily requires that wine from adjacent areas be able to be recognised as having the same quality, reputation or other characteristics as wine from within the established GI area. Through this enlargement process, wines that are clearly *not from* the established GI are nevertheless recognised as being equivalent, and appropriate for transition to being *from* it. Should the Registrar conclude that wines from the southernmost area at issue in this application do not already have the *consumer reputation* of being within the GI, our submission is that because they bear similar qualities and characteristics to wines of the rest of the region, it is nevertheless appropriate to regard them as wines within the GI, and worthy of formal inclusion within it.

We expand on these three issues below:

1. Requirement for evidence of consumer understanding of GI boundaries

The Registrar has rejected the application on the basis that the evidence fails to show “*that consumers understand the North Canterbury GI for wine as being anywhere north of the Rakaia River*”, and states that “*the evidence submitted in support of the reputation of the GI North Canterbury for wine should relate to the reputation of the wine goods as essentially attributable to the area.*” We take this to mean that, in particular, the application is rejected on the basis of insufficient evidence that consumers understand that grapes grown in the region between the Waimakariri and Rakaia rivers may legitimately be included within wine from the NORTH CANTERBURY GI.

With respect, we submit this is a misreading of the requirements of the *Geographical Indications (Wine and Spirits) Registration Act 2006 (GI Act)*. The GI Act does not require the applicant to establish that “consumers understand the NORTH CANTERBURY GI for wine as being anywhere north of the Rakaia River”, or more generally that consumers are conscious of the actual boundaries of the NORTH CANTERBURY GI region at all.

Section 6 of the GI Act reads as follows:

Part 2

Registered geographical indications

Nature of registered geographical indication

6 What is geographical indication?

- (1) A geographical indication is an indication that identifies a wine or spirit as originating in the territory of a country, or a region or locality in that territory, where a given quality, or reputation, or other characteristic, of the wine or spirit is essentially attributable to its geographical origin.

Consumer awareness not mandated in Section 6: First, we note that although evidence of awareness (including consumer awareness), is relevant to establishing reputation in a GI application, evidence of consumer awareness of any particular aspect of a GI is not mandatory in order to satisfy the definition. Such reputational awareness may equally be evidenced amongst the industry, including awareness of growers, winemakers, wine critics, writers, academics, sommeliers, retailers, etc. As the regional body representing all winegrowers in the region, the Applicant is in a very good position to understand the dynamics of awareness.

Awareness of boundaries, specifically, not mandated: Even for an application based on the reputation of a wine from a specific region, there is no basis on which to require an applicant to prove that consumers (or others) are aware of *all of the details* of the relevant GI boundary.

Although many consumers would have some general awareness, virtually no consumers would be aware of the precise boundaries of most of the world's wine regions. We are fairly confident in suggesting that a sizeable portion of consumers of Marlborough wine, New Zealand's most iconic GI, could not even reliably place New Zealand on a map, let alone identify where Marlborough, or any of its boundaries are. Within New Zealand, most consumers would have some idea of where North Canterbury is, but it is clear (see Section 1 of our Supplementary Declaration of 1 May 2018) that there is no local agreement, let alone broad awareness, about where "North Canterbury" can be said to begin and end.

To illustrate why we believe evidence of consumer awareness of a GI boundary cannot be a mandatory requirement for GI registration, it is instructive to look at the boundaries of three already-registered GIs: MARLBOROUGH, NELSON and GLADSTONE:

Marlborough

In the process of preparing the application to register the MARLBOROUGH GI there was public debate amongst winegrowers as to where the southern boundary of the MARLBOROUGH should be set. It was generally (but not universally) accepted that the "Marlborough" wine region was and should continue to be broader than a tight area of existing vineyards around Blenheim, and that it should continue to be synonymous with the wider Marlborough political region. However there was little clear understanding, even amongst senior members of the wine community, as precisely what this meant in terms of lines on a map.

After much discussion, including with the Applicant on behalf of winegrowers in the adjoining North Canterbury region, consensus was reached amongst Marlborough winegrowers that a historical provincial boundary established in the 1800s (bordered by the Conway River in the south) was the most appropriate boundary for the MARLBOROUGH GI area, even though that river has not formed any *political* boundary of Marlborough for some time.

This point is significant: the reality is that winegrowers in New Zealand had never had a need to come together to agree hard lines on maps; the process of applying for GI registration required them for the first time to agree precisely where it was appropriate for those lines to be, including by public debate and negotiation amongst themselves.

There would be virtually no consumers who – even today – would be aware that the Conway River forms the southern boundary of the MARLBOROUGH GI.

Nelson

The registered NELSON GI region extends through the whole Tasman region, the Nelson Lakes, right down to Lewis Pass, and also incorporates Farewell Spit. In determining these boundaries for the purpose of the GI application, winegrowers of the region took the view that alignment of the wine region's formal boundaries to the boundaries already accepted for other purposes was the most prudent approach to delimiting something that had not previously required precise formal delimitation before. The view taken was that although there are currently no vines planted in much of the GI region, it was entirely logical to call all wines grown within that region "Nelson" wines, should vines be planted at new vineyard locations within those boundaries. Although such new wines may display some similarities and some differences, those features would all add to the existing diversity and interest of the wine story of the broader region.

Gladstone

Similarly, but on a different scale, consumers might correctly assume that the GLADSTONE GI region is centred around the Wairarapa township of Gladstone. But until they view the approved GI boundaries none are likely to have any awareness of the precise combination of political and geographical boundaries that the winegrowers of that area agreed to use to delineate the boundaries of the area they wish to recognise and protect as "Gladstone" for winemaking and wine marketing purposes, and which have now properly been accepted as their GI boundaries.

Accordingly, we submit that:

- (a) evidence of consumer awareness of precise boundaries of a wine region may be provided by an applicant as a positive piece of evidence to assist in establishing the existence of the reputation of a wine GI region, but
- (b) there is no basis on which to expect that consumers who recognise a GI generally should have any understanding of GI region boundaries, or if they do that it will be anything more than a very general idea of the area's location, and further
- (c) there is no basis for requiring that an applicant must produce evidence of consumer understanding of precise proposed boundaries of a GI in order to justify either the reputation of the wines of a GI region, or the registration of that GI on other grounds (quality or other characteristics); and
- (d) the winegrowers of a region are themselves, in the absence of any evidence to the contrary or any subsequent opposition, likely to be in the best position to determine the consensus as to the appropriate recognised boundaries for a GI region.

2. Grape regions and wine regions are the same thing

The Registrar's Compliance Report includes the following statement:

You have stated that grapes grown by growers in the Christchurch and Banks Peninsula areas of North Canterbury are recognised as being North Canterbury grapes, however, it does not follow that wines from these areas are recognised as being from the North Canterbury GI.

With respect, under New Zealand law it **does** follow, directly, that the area of origin of wine **is** the area of origin of the grape¹.

The fact that the grapes are recognised as North Canterbury grapes inherently means that any wines made exclusively from those grapes *are* North Canterbury wines; and that grapes from any other region *may not* make North Canterbury wines.

This law is set out in the *Wine (Specifications) Notice 2006* issued under the Wine Act 2003, which governs labelling claims about vintage, variety or origin on New Zealand wine. Under that Notice, the “origin” of the wine is defined to be the area where the grapes were grown:

area of origin means the region or locality, but not the country, where the grapes used to make that wine were grown... [clause 4(1)]

Where a grape wine label includes a statement regarding a single ... area of origin, at least 85% of the wine to which the statement refers must be from the stated ... area of origin. [clause 6(1)]

Application of this to NORTH CANTERBURY GI area: The Applicant represents all winegrowers in the North Canterbury region (as applied for). Because the grapes – including those grown between the Waimakariri River and Rakaia River – are recognised by the winegrowers of this region as being North Canterbury grapes, the wines are also recognised as being North Canterbury wines and may be sold as such. Accordingly, we do not accept this as a proper ground for rejection of the Application.

We accept that there is some flux in the characterisation of winegrowing within our area. As discussed below (Section 3), this evolution of wine regions is natural, and is particularly to be expected in a young winemaking country like New Zealand. Winegrowers in New Zealand should not be penalised for evolving when it comes to the registration of their GIs.

Our Supplementary Declaration dated 1 May 2018 set out some of the history of the use of “Canterbury” and “North Canterbury” and “Waipara Valley” with respect to wine, and also discussed how it is increasingly likely and desirable – from a consumer awareness and marketing perspective – that these separate “brands” consolidate into the “North Canterbury” brand. Since that date, our marketing efforts have continued, with materials on our North Canterbury Wine Region’s website (www.northcanterburywines.co.nz) continuing to highlight the four main sub-regions of North Canterbury:

- Waipara – Glasnevin Gravels
- Waipara – Omihi
- Waikari
- Banks Peninsula + the Canterbury Plains

¹ *Wine (Specifications) Notice 2006*, clause 4. Subject to the allowance of up to 15% variance, permitted under the “85% rule” set out in the Notice and now mirrored in section 21 of the GI Act.

New video materials on the New Zealand Winegrowers website cover each of New Zealand's wine regions, and include a North Canterbury region video (<https://youtu.be/YIIR0HFg7DQ>), which discusses each of the four sub-regions within the GI.

To further underscore the consolidation in the NORTH CANTERBURY wine region, we note that at its Annual General Meeting on 16 August 2018 the Applicant, *Waipara Valley, North Canterbury Winegrowers Inc*, agreed:

- to the gifting to it of all assets of the formerly separate *Wines of Canterbury Inc*; and
- to amend its constitution to allow former *Wines of Canterbury Inc* members to become members of the Applicant, and *Wines of Canterbury Inc* office holders to become executive members of the Applicant; and
- to formally change its name to reflect the merger.

As a result the two bodies are now functionally merged and the Applicant has adopted new branding as the "North Canterbury Wine Region". This merger, and the resulting marketing investment that is now taking place to promote "North Canterbury" as the predominant regional brand, is likely to result in most of the wineries that still use "Canterbury" on their labels transitioning to instead use "North Canterbury".

We note that if the NORTH CANTERBURY GI is registered without including the area between the Waimakariri and Rakaia rivers, the labels of wines within that area that do already refer to their grapes and wines as North Canterbury will be required to change their labels to comply with the GI Act.

3. Anticipating the evolution of wine regions and their GI boundaries

The boundaries of wine regions naturally change as winegrowing practices and markets develop. In other jurisdictions it is established practice for the officially recognised GI boundaries to be amended from time to time to accommodate that growth, and to include new plantings in proximate areas with comparable characteristics. Such boundary adjustments to New Zealand Registered GIs are also expressly provided for under section 46 of the GI Act.

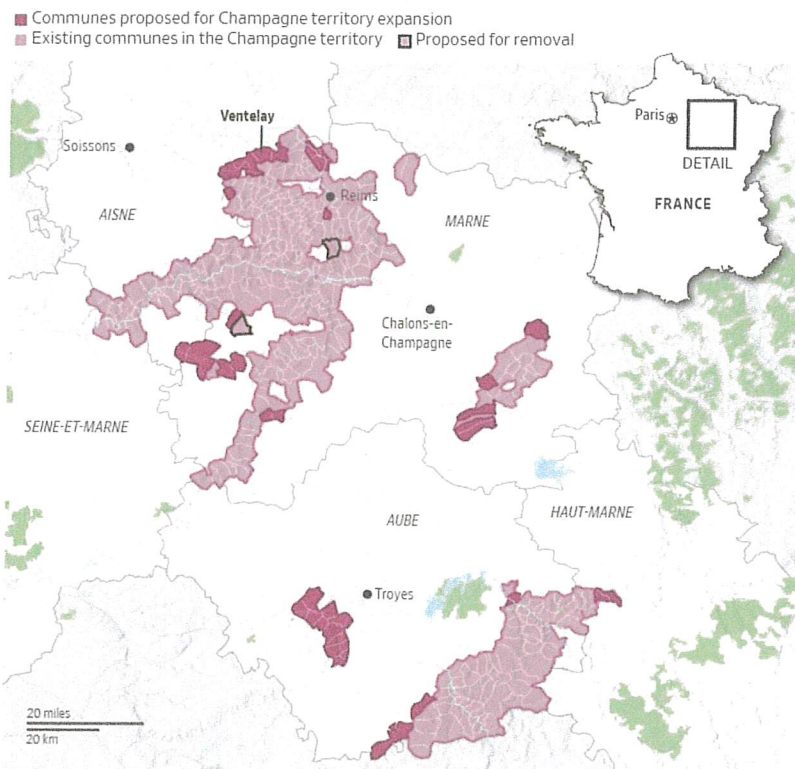
Typically in this situation, the region's winegrowers determine that grapes and wine from areas adjoining, or near to, the existing recognised GI area have sufficient in common with the grapes and wine from within the defined GI area that expansion of the recognised GI area to include the adjoining areas is warranted.

This, for example, is currently happening in the Champagne GI region of France, where a significant expansion of the recognised GI area is under way (including by the proposed addition of non-adjoining communes tens of kilometres from existing "Champagne" regions – see map below).² A very significant increase in the area of the Prosecco GI region in Italy also occurred recently. More minor boundary adjustments are relatively commonplace in the EU.

² See, for example, <https://www.wsj.com/articles/terroir-alert-champagne-is-expanding-and-tempers-are-popping-1514561773>

Oenological Expansion

French authorities are considering adding at least 40 municipalities, known as “communes,” to the list of places that can produce Champagne. There are currently 319 communes with the distinction, but two could possibly lose their status under the proposal.



Source: <https://www.wsj.com/articles/terroir-alert-champagne-is-expanding-and-tempers-are-popping-1514561773>

This practice is a clear example of winegrowers determining that the quality, reputation, or character of the wines in the enlarged area are sufficiently similar to those of the wines from the existing GI area. By definition, the wines from the enlarged area are precluded from being *labelled* under the GI name until those areas are accepted as part of the amended GI. It is therefore impossible for anyone (consumers, wine writers, or otherwise) to be aware of the “reputation” of those wines from the expanded area as being GI wines, because by definition they are not GI wines until after the expansion has been carried out.

We are concerned to ensure that administration of the GI Act in New Zealand by IPONZ will accommodate the fact that from time to time the consensus will emerge that the grapes and wines in a GI-adjointing area ought to be incorporated within the GI area itself.

If the Registrar were to insist on the registration of the GI using the Waimakariri River, rather than the Rakaia River, as the southern boundary of North Canterbury, this would risk permanently locking in place the Registrar’s narrow view of the GI.

The current winegrowers of North Canterbury in the Waimakariri-to-Rakaia region (including all of Banks Peninsula) would, in future, face a much greater challenge if seeking to establish that the particular qualities, reputation, or other characteristics of their wines are comparable to those of the registered the NORTH CANTERBURY GI region. This challenge would be made harder by their being precluded from using the term NORTH CANTERBURY on their labels. On the other hand, if the application is accepted, the qualities, reputation, and other characteristics of their wines from those “disputed” areas will themselves form part of the diversity of the characteristics of the GI.

We acknowledge that the Rakaia River has never been formally recognised as a political boundary for North Canterbury; however we note that the same is true of the Waimakariri River. This lack of formal definition makes it more difficult than for some other regions to provide hard evidence of our GI boundaries, and this appears to underlie the challenge we are having in providing satisfactory evidence to the Registrar in this application. However, the Applicant has submitted evidence showing:

- Climatic similarities within the NORTH CANTERBURY GI region; climate being the primary determinant of grape growth and ripening which in turn contributes greatly to distinctive sensory attributes;
- The similarity of varieties grown throughout the region;
- Soil similarities found in the region between the Conway and Rakaia rivers - mostly being free draining, gravelly soils, with pockets of special character soils such as the Omihi limestone and the Banks Peninsula volcanic soils;
- The lack of clear political definition of current or historical boundaries in North Canterbury, and the evidence that the Rakaia river is used by various entities as the southern boundary of North Canterbury; and
- The fact that we are a young winemaking country and the character and definition of our regions is still evolving – as evidenced by the recent merger of the Applicant with Wines of Canterbury. The GI regime should be applied in a manner that is flexible enough to allow for development and maturing of the wine industry, when that is happening.

If the above – when submitted by an Applicant representing the whole of the GI region – is not considered as sufficient to establish that the wines of the region bear a given quality, or reputation, or other characteristic, essentially attributable to their geographical origin, we ask that the Registrar reflect on what evidence – when later submitted by those within registered GI area plus those from the adjacent area outside the GI – would be sufficient to cross evidentiary threshold.

Conclusion

For the reasons set out above we believe that the approach taken by the Registrar is more restrictive than necessary, and the evidence we have provided justifies the geographical boundaries of the NORTH CANTERBURY GI as sought in the application. We ask that the evidence be reconsidered in view of this further Statutory Declaration.

Should the Registrar conclude that we have not provided sufficient evidence of the boundaries as sought, we will unfortunately be forced to ask for the Application be withdrawn. We anticipate that within a period of one or two years we will have accumulated convincing additional evidence supporting the boundaries as sought, and will apply again at that time.