



September 12, 2022

Ambassador Katherine Tai
United States Trade Representative
600 17th Street NW
Washington, D.C. 20508

Dear Ambassador Tai:

On behalf of the American and European members of the Wine Origins Alliance (WOA), we write to commend you on your ongoing efforts to strengthen the U.S. – EU trade relationship. We were very pleased with the efforts taken to resolve the Airbus-Boeing dispute and encourage you to develop a solution that permanently removes this Trans-Atlantic trade irritant. We were also very pleased with the launch of the U.S.-EU Trade and Technology Council (TTC). Deepening the trade relationship between two of the world's largest economies will strengthen common efforts to advance our interests and values.

The WOA was founded in 2005 by eight distinctive wine regions from around the world that signed the Joint Declaration to Protect Wine Place & Origin, a set of principles aimed at educating consumers and policymakers about the importance of wine place name protection. Today, we have grown to a global coalition of more than 30 members in 11 countries spanning North America, Europe, Africa, Asia, and Australia. Twenty-five of our 31 members represent wine regions in the United States or the European Union, from Napa Valley to Champagne, Willamette Valley to Bordeaux, Texas to Sherry, and Missouri to Chianti Classico. In addition to seeking the protection of wine place names, we also share the mission of eliminating all tariffs on wine and non-tariff barriers to trade in wine.

We were pleased to see that the TTC Joint Statement from the Paris meeting commits the U.S. and EU to continuing to work toward expanding trade flows between our economies. Paragraph 14 of the Joint Statement declares that the U.S. and EU “will intensify our work to resolve trade disagreements to our mutual advantage, reduce unnecessary barriers to bilateral trade and investment, and strive to prevent new ones from emerging.” Further, paragraph 20 lays out the goals for the continued work of the TTC, including “to deepen bilateral trade and investment.” Moreover, Working Group 10 on Global Trade Challenges notes that the U.S. and EU “intend to establish a trade coordination dialogue” regarding issues of concern in “third countries” and that “[t]his dialogue will complement existing forms of coordination...to ensure the opportunity for timely exchanges and cooperation on the full range of trade policies and disciplines.”

The WOA stands ready to work with you to advance these goals. We share concerns about burdensome regulations in third countries like confusing labeling requirements as well as

excessively high tariffs. Cooperation on shared concerns in third countries can also lay the groundwork needed to revisit sensitive issues between the U.S. and EU on wine like the protection of wine place names. As the most prominent and active trade dialogue between the United States and the EU currently in place, it is imperative that U.S. and EU use this opportunity to propose a work agenda for the wine sector that can advance the goals of the TTC. We are also sharing this message directly with the EU and the governments of the WOA members in the EU.

Thank you for your consideration and we look forward to working with you on building this agenda.

Sincerely,

The Wine Origins Alliance

Wine Origins Alliance Members



Finger Lakes Wine Alliance, NY (USA)



Livermore Valley Winegrowers Association, CA (USA)



Long Island Wine Country, NY (USA)



Missouri Wine and Grape Board (USA)



Monterey County Vintners & Growers Association, CA (USA)



Napa Valley Vintners Association, CA (USA)



Oregon Winegrowers Association (USA)



Paso Robles Wine Country Alliance, CA (USA)



Santa Barbara Vintners, CA (USA)



Santa Barbara Vintners

Seneca Lake Winery Association, NY (USA)



Sonoma County Vintners, CA (USA)



Texas Wine Growers (USA)



Walla Walla Valley Wine Alliance, WA (USA)



Washington State Wine Commission (USA)



Willamette Valley Wineries Association, OR (USA)



Conseil Interprofessionnel du Vin de Bordeaux (France)



Bureau Interprofessionnel des Vins de Bourgogne (France)



Comité Interprofessionnel du Vin de Champagne (France)



Syndicat des vins Côtes de Provence (France)



Inter-Rhône (France)



Council of Tokaj Wine Communities (Hungary)



Consorzio Vino Chianti Classico (Italy)

GI Yamanashi

Yamanashi Wineries Association (Japan)



Instituto dos Vinhos do Douro e do Porto (Portugal)



Cape Wine Origins (South Africa)



Barossa Grape & Wine Association (Australia)



McLaren Vale Grape Wine & Tourism Association (Australia)



Wine Victoria (Australia)



Wine Industry Association of Western Australia



Consejo Regulador del Vino de Jerez (Spain)



Consejo Regulador de la Denominación de Origen Calificada Rioja (Spain)