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**Economic Environment**

The US is fighting Canada over wine, and the EU wants a seat at the table

- The EU and Argentina have asked to be witness to negotiations between Canada and the U.S. over British Columbia's regulation of wine sales.
- A 2015 law says that retailers in B.C. can sell only Canadian wine in grocery shelves, while imports are relegated to other areas of the grocery stores.
- The EU and Argentina are large exporters of wine into Canada.

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**Global Trends - Wine Industry Key Elements**

Australian winemakers defend their right to use prosecco name

AUSTRALIAN winemakers will defend their right to use the prosecco name as Italy plans to try claim exclusive use of the label. The battle could extend to other Italian varietals including dolcetto, montepulciano, nero d' avola and sangiovese — but it's prosecco’s increasing popularity globally that presents the biggest growth opportunity.

Australian prosecco is worth $60 million, with 50 per cent of that hailing from the King Valley of Victoria's North East, the first region to import the grape about 20 years ago.

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**Wine Is About to Get More Expensive**

There are a multitude of factors that affect the supply of grapes worldwide, and many things combined this year to create a shortage of grapes that will limit the amount of wine that can be produced. Severe weather and natural disasters are the main culprits behind a shortage of grapes this year.
Europe as a whole is experiencing its worst grape harvest since 1982, which is big considering that France, Italy, and Spain produce more than half of the world’s wine. All of Europe is expected to produce 14 percent less than 2016.  
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