

## **Growing New Zealand's wine industry**

Just a decade ago New Zealand exported little more than \$100 million of wine each year.

Now, wine exports contribute more than \$1 billion each year and the government wants to support the industry to achieve its ambition to reach \$2 billion in exports by 2020.

Read the Minister's 2 June 2010 [media release](#) on the government/industry wine strategy for the United States.

### **Fact sheets**

- [United States high end wine initiative \[133 KB DOC\]](#)
- [China wine industry market development initiative \[42 KB DOC\]](#)
- [Europe wine industry market development and expansion \[45 KB PDF\]](#)