



Senator the Hon Richard Colbeck

Assistant Minister for Agriculture and Water Resources

Liberal Senator for Tasmania

MEDIA RELEASE

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Trust Mark for Craft Cider Comes to Fruition

Assistant Minister for Agriculture and Water Resources Richard Colbeck has congratulated Cider Australia for launching the world's first trust mark for craft cider.

"Australia, and particularly Tasmania, produces some of the best apples and pears in the world and Cider Australia's trust mark will let consumers know that the cider they are buying is made from the highest quality fruit.

"Provenance is playing an increasingly important part of consumer choices, and the trust mark of Australian fruit also lets people know the product is quality and safe.

"Both domestic and international consumers understand that brand Australia and brand Tasmania means premium products with the highest standards of food safety.

"Currently less than 15% of the cider sold in Australia is made with 100% Aussie fruit so allowing consumers to make an informed decision to buy from cider producers who back Aussie farmers will be a big boost to the industry.

"As part of the Export and Regional Wine Support Package, the Coalition Government committed \$500,000 to the cider industry to build their brand and export proposition - I am delighted to see this come to fruition.

"I congratulate the craft cider industry and look forward to seeing their trust mark on shelves soon."

ENDS

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