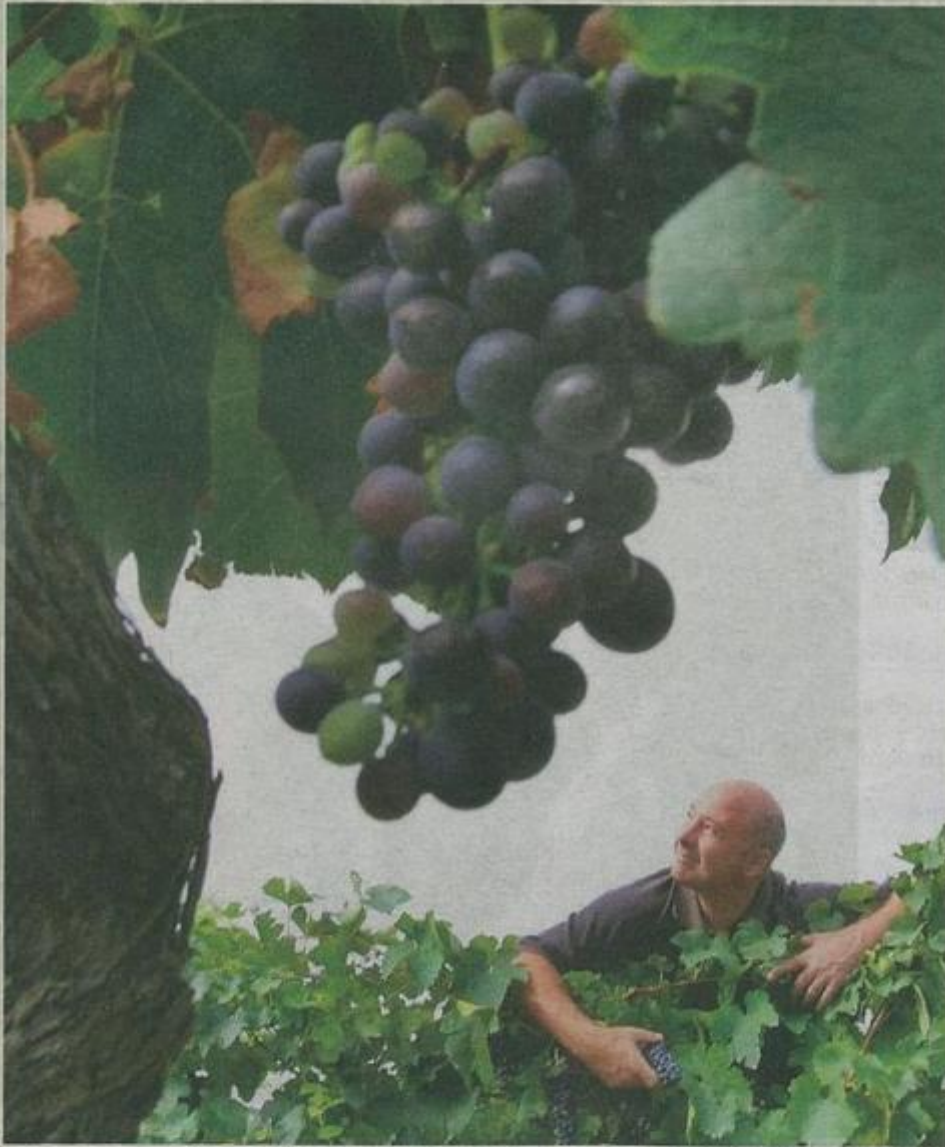


**The Herald**  
**Taste for Diversity**

*By Melissa Lyons*  
*Sunday February 6th 2010*



EXPORTS DOWN: Hunter Valley Vineyard Association president Geoff Krieger.

THE stronger Aussie dollar has reaped little reward for Hunter Valley winemakers, who have slashed exports by half in the past year.

Hunter Valley Vineyard Association president Geoff Krieger said the high dollar value, near US 90 US cents, had undermined any remaining profitability in the region's export

## Taste for diversity

market. But the Hunter's diversity in its wine industry would save it from faltering, he said.

"We don't rely solely on exports," Mr Krieger said. "The real strength of the

Hunter Valley wine industry is that we attract over 3 million visitors a year and they come to the cellar door and buy directly from the farmer."

De Iulius Wines winemaker Michael De Iulius said currency pressure would encourage big Australian wine companies to enter new markets such as Asia, for better returns.