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"Between 2000 and we've been growing grapes and making wine in Australia for 140 years and I had when we 152 years to plant Shys of the vineyard area," he said.

"The other Shys were planted in just eight years which is just what happened - from 1902 to 1903 through to 2000.

"We had all sorts of water and even water plants and even supply, maintained by direct depositations assistance from the federal government which was sustained but almost.

"When there was had 17 years of what I've called a stable farm to grow up.

"Usually it has about seven years in an eight-year cycle and certainly it's a wine industry cycle but we had a double double cycle and during that period of time the supermarket saw their greatest strength in the vulnerability of the Australian wine industry with over supply and reduced export market protection and they went it to their advantage.

"We had advantage in doing up.

"They went to have to make wine available to them so when a supermarket will do to make the same amount of profit of course to put their price up.

"They haven't kept the volume so they only make available to to more the price up and that's why Australian consumers will see higher priced Australian wines on the shelves, for I saw at the least five to 10 years."

Mr Randall said consumers shouldn't be upset at the increased price, but to having just had 17 years of "useful wine at good prices".

But he said wine consumers were also probably aware "just how tough the industry was doing it".

There were plenty of reports about how many people were going broke in the Australian wine industry, how many wineries were upturned, water licenses sold and vineyards abandoned, he said.

"The average Australian wine consumer only wants to know how much they're paying for a bottle but they've received tremendous value for money - worth close value for money - and it's about time it coming back the other way," he said.

"The problem must be ongoing water financial control for they haven't stopped for a while, because a lot of the people have been going to the supermarket to buy the most sale.

"If you do a breakdown of the cost of production of a bottle of wine and have made the vineyard gets, been made the vineyard gets, been made the vineyard gets with a 10p GST per 1% that the producer - who plants the vineyard, harvests all the money and takes all of the weather and agricultural risk - gets the best return earned."

Mr Randall said China consumes what Australia produces in terms of wine volume.

"The Chinese are consuming about 1 litre of grape wine - that's 1.5 litres of wine per - per head per year and they have a population of 1.4 billion, so that's 1.4 billion litres of wine and that's what we produce," he said.

"China consumes what Australia produces and they're only consuming 1 litre of wine per head per year but Australia consumes 24 litres and Europe consumes 60 litres per head per year."

Mr Edwards said he didn't expect massive vineyard plantings on the back of the China demand due to issues with water availability of lack of suitable land for growing grapes.

"We're probably doing as much as anyone in Australia right now and we're about of the curve but we're only doing it because we've got water and vines that are absolutely proven in terms of climate and the production of A and B grade wines," he said.

"We are only looking to export premium wine products."

Mr Edwards said China and Winesville should be excited about the fact that they'll be able to compete for Australian wines.

"Winesville in Australia there is a strong domestic presence, so it's highly likely to be a lot of support from the grape wine producers of Australia, with them providing priority for access to their vines," he said.

"Quality competition is good for everyone."

But Mr Randall said China and Winesville needed to avoid repeating its response to tight supply of the 1990's when there was 20pc compound growth and they started to import cheap Chinese wine because they couldn't source enough Australian wine.

"It was all going to the UK and USA and the supermarket suddenly through all we need to do everything when all of the Australian wines moved up from 10 to 12 to 14 to 16 to 18 to 20 to 22 due to water supply," he said.

"In 1990 the UK and USA had the water and imported wine Chinese or Argentine wine and had a 10 to 12 to 14 to 16 to 18 to 20 to 22 due to the fact they had and their wine was Australian wine, because they were a shortage on the shelves and realised they could sell it at a price."

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