



Grape Growers  
of ONTARIO

# 2023 - 2028 STRATEGIC PLAN FRAMEWORK



## ABOUT US

We are the official organization that represents all of Ontario's processing grape growers in the three Designated Viticulture Areas in Ontario: Niagara Peninsula, Lake Erie North Shore, Prince Edward County and emerging areas.

## OUR VISION

Ontario-grown grape products will be demanded at home and recognized internationally.

## OUR MISSION

Our mission is to achieve sustainable growth and profitability by creating an improved environment for Ontario-grown grape products.

## OUR VALUES

- Accountability
- Quality
- Innovation
- Diversity
- Respect
- Responsiveness
- Service

The long-term future of our grape growers and wine industry is rooted in demand for Ontario-grown products.



The Grape Growers of Ontario's Board of Directors has committed to refreshing its strategic plan every five years to ensure that GGO and the grape and wine community remains strong and vibrant by meeting the needs of its members, partners, and customers into the future.

The 2023-2028 action plan is intended to build on the merits, reduce or eliminate the challenges, all the while keeping in mind the core values, and desired outcomes.

# STRATEGIC PRIORITIES

## Create Equal Market Opportunities

Identify and respond to the imbalances in the various retail channels, including parity with other provinces' tax structures.

- 100% Ontario brand with VQA benefits
- Permanent uncapped VQA/100% Ontario Support Program

## Increase Collaboration

Establish a Grape and Wine Industry-Government Network and hold regular industry executive in-person meetings to increase collaboration across stakeholders and create a unified industry plan.

- Grape and Wine Industry Government Network
- Unified industry plan

## Enhance Marketing

Increase market share of VQA and 100% Ontario-grown wine profitably through a consumer-focused Ontario identity and common market message.

- Sustainable grape pricing
- Long-term grower contracts
- Industry long-term varietal plan

## Encourage Sustainable Growth

Encourage sustainable growth for grape growers through negotiated grape pricing, enhancing relevant data and establishment of an industry long-term varietal plan.

- Sustainable grape pricing
- Long-term grower contracts
- Industry long-term varietal plan

## Influence Government Policy

Influence and evaluate the impact of government policy on the domestic industry.

- Evaluate results of policy decisions
- Fair and equitable

## Ensure Industry Succession

Succession planning to ensure long-term future.

- Cultivate involvement of youth
- Viable future for next generation in the industry

