

**Organization Name:** Grape Growers of Ontario

**Founded:** 1947

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**Profile:** We are the official organization that represents over 600 grape growers in four viticulture areas in Ontario (Niagara, Pelee Island, Lake Erie North Shore and Prince Edward County). We are the advocate of all processing grape growers in the province, working on their behalf to ensure their needs are met.

Our vision is to see the markets for Ontario grapes and wines expand domestically and internationally, on a continuous basis – always finding new markets for our products. Ontario-grown grape products will be demanded at home and recognized internationally.

#### **Services Offered to the Grape Growers:**

- ◆ Grape research, inspection, pricing and marketing.
- ◆ Government lobbying, policies, regulations and industry relations.
- ◆ Farm labour legislation and program.
- ◆ Chemical registration and nutrient management.
- ◆ Crop insurance requirements, business risk management and KCMS Code-A-Phone.
- ◆ VITIS - Vine Management System (GIS/GPS).

#### **About Ontario's Vineyards:**

- ◆ 17.1 million vines; 15,000 acres.
- ◆ Top grape varieties: Vidal, Chardonnay, Cabernet Franc, Riesling, Merlot, Cabernet Sauvignon and Baco Noir.
- ◆ Farm gate value of grapes sold for processing: \$74,935,777.

#### **Ontario's Wine Grape Market:**

- ◆ Ontario's average wine grape market: around 46,000 tonnes.
- ◆ Grape concentrate/juice and wine imported: 52,718 tonnes.
- ◆ Government-regulated Vintners Quality Alliance (VQA): a symbol of quality and designation of origin for Ontario wines made from 100% Ontario grown grapes.
- ◆ Wine Content and Labeling Act: allows pre-1993 wineries to sell as "Cellared in Ontario", blended wines containing a minimum of 30% Ontario grapes and up to 70% foreign grapes.
- ◆ Market share of VQA and Ontario wines (sold in LCBO, Winery Retail Stores and direct delivery): 41%.

#### **Economic Impact of the Grape Industry:**

- ◆ Grape crop value: over \$74 million.
- ◆ Ontario wine sales: \$436 million.
- ◆ A litre of VQA wine generates \$11.50 of economic impact in Ontario vs. \$0.67 for a litre of imported wine ~ a difference of 17 folds.
- ◆ Taxes generated from the sale of all Ontario wines: \$529 million.
- ◆ Visitors to Ontario wineries: around 1 million.

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