



October 30, 2009

Dear Members of the Grape Growers of Ontario:

On October 13, 2009 the Ontario Government announced its grape and wine industry plan for Ontario. The plan among other things calls for “providing support to grape farmers that will encourage growth of VQA-quality grapes and support a new grape varietal plan between now and 2014” and “asking Farm Products Marketing Commission to examine how grape pricing and marketing can be improved.” In addition, the Government of Ontario reaffirmed its support for the Grape Growers of Ontario but encouraged the industry to develop sustainable pricing options and improve quality standards for the future. It should also be noted the Government of Ontario has set an aggressive schedule in which to conduct the review so please take particular note of the dates.

The Grape Growers of Ontario Advisory Team met on October 27, 2009 with the Farm Products Marketing Commission to discuss the mechanics for developing a new pricing model that reflects quality and sustainability for the industry. All options discussed will be developed through the Grapes for Processing Industry Advisory Committee (GPIAC) under the leadership of Dr. Frank Ingratta. Following a review of the options, a broader industry consultation will be conducted by the Farm Products Marketing Commission. Industry stakeholders will be invited by letter on or before November 13 to provide written input or register to participate in consultation hearings during the week of December 7, 2009. These broader consultations will assist both GPIAC and Farm Products to complete their discussions. It is anticipated that the complete report will be communicated to the industry by January 29, 2010.

Your Advisory Team is committed to ensuring the Grape Growers of Ontario remains strong and representative of all its growers. Please call the Board Office if you have any further questions.

Sincerely,



Bill George Jr.
Chair, Grape Growers of Ontario