



**Grape Growers**  
*of* ONTARIO

***Industry Structural Change***

***District Meetings***

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**Bill George Jr., Chair**

**Debbie Zimmerman, CEO**

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## *District Meetings*

- Brief Overview
- Discussion
  
- Grower ideas are important
- Suggestion forms may be faxed, emailed, or mailed to the GGO
- Advisory Team is available to discuss your ideas by phone or email

## *Longer Term Challenge*

- 20/20 Ontario Wine 5-Year Plan is not meeting its targets
  - 50% Ontario Wine Market Share would mean an additional 6,618 tonnes needed for VQA and 4,652 tonnes for non-VQA
- Ontario Market Share needs to grow for growers and wineries to be successful
- Legislated Greenbelt
- Grower challenges – increasing costs, weather, markets

## *Grower Input for Structural Change*

- Government has directed the industry to resolve structural issues
- Part of the Process for Structural Change is consulting with the Grower Community
- Structural Changes to the Industry need your support

## *Common Strategy for Growth*

There have been 3 meetings to date between  
Wine Council and the GGO

Discussion Themes have been:

- Market Access for Ontario Wines
- Government Policies
- Governance

## *Market Access*

Such as:

- LCBO stores
- Wine in Beer Stores

## *Governance*

Such as:

- Pricing Mechanism
- Sugar Schedule reflecting end use of the grapes

# *Government Policies*

Such as:

- Greenbelt
- Interprovincial Trade Barriers
- Product of Ontario category
- Excise Tax
- Margin Enhancement Program
- Wine Content and Labelling Act

## *Wine Content Act*

	<b>Tonnes of Wine Grapes Purchased</b>	<b>Ontario Market Share of Wine Sales</b>	<b>Import Content Allowed</b>
1973	41,474	63%	15%
2007	46,287	39%	70%

## *DISCUSSION*

- Time for Your ideas

### Guiding Principles

- Respect the views of all participants
- Maintain Civility
- Keep Positive Energy
- Take the broad industry view