



Grape Growers of ONTARIO



CANADIAN HORTICULTURAL COUNCIL REPORT ON THE STATE OF THE PROCESSING GRAPE INDUSTRY 2015

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GRAPE GROWERS OF ONTARIO

2015 Harvest

Ontario's grape growers have successfully managed their vineyards through the 2015 growing season to produce 53,072 tonnes of quality grapes with a farm gate value of over \$62.7 million (as of mid-December). Included in the tonnage are juice grapes, and over 4,300 tonnes left hanging on the vine for Ontario's premium Icewine.

Extreme cold temperatures last winter and spring frost in some areas made for a challenging growing season with considerable variability depending on location and varieties of grapes. The warm summer temperatures that carried into the fall harvest season made for great quality grapes and we are looking forward to this year's vintage of Ontario VQA wine.

Pricing

The Grape Growers of Ontario (GGO), Wine Council of Ontario (WCO) and Winery & Grower Alliance of Ontario (WGAO) continued with the two-year price agreement for the 2014 and 2015 crops, with stable price increases for both White and Red Hybrids, White Vinifera and most Red Vinifera. The GGO also achieved an additional two years of Plateau Pricing. 2015 was also the second year of a two-year agreement for juice grapes.

Ontario Viticulture and Winery Sustainability Initiative

The new voluntary and confidential Viticulture Sustainability self-assessment tool and information resources were launched in September, and received a Regional Premier's Award for Agri-Food Innovation Excellence. Certification is now available for grape growers and/or wineries who wish to have an auditor verify their sustainable practices. Certification will help sustain Ontario's success on the world stage as consumers and wine connoisseurs embrace local, environmentally friendly products.

Premier's Advisory Council on Government Assets

The Premier's Advisory Council of Government Assets led by retired TD Bank Chief Ed Clark is examining key government assets to generate better returns and revenues for Ontarians. Following the April 2015 *Modernizing Beer Retailing and Distribution in Ontario*, the Premier's Advisory Council began reviewing the retail distribution of wine in Ontario. A series of stakeholder consultations have taken place during 2015 and the results are expected to be announced in early 2016.

Planning for Health, Prosperity and Growth

The Advisory Panel on the Coordinated Review of the Growth Plan for the Greater Golden Horseshoe, the Greenbelt Plan, the Oak Ridges Moraine Conservation Plan and the Niagara Escarpment Plan led by former Toronto mayor David Crombie and including Debbie Zimmerman, CEO of the GGO, finalized the report which has included recognition of economic viability in changing the focus from “protected countryside” in the original Greenbelt Plan to “productive farmland” in the new document.

Marketing and Vineyard Improvement Plan

The renewed Grape and Wine strategy announced in late 2013 includes a VQA Marketing program as well as a Vineyard Improvement component to help growers invest in their vineyards to produce quality grapes.

Grape Growers of Ontario Brand

We all know that great wines begin in the vineyard, and grape growing is the first chapter in the story of wine. We will benefit from consumers knowing our story too! Visit localgrapes.ca with its ever-changing line-up of featured growers, wineries, blogs and consumer events. This marketing strategy is supported by on-line ads, Twitter and Facebook.

Ontario Grape and Wine Research Inc.

OGWRI is supported by the Grape Growers of Ontario, Wine Council of Ontario and Winery and Grower Alliance of Ontario to provide long-term funding for industry led research with priority research into Red Blotch, MALB and Leafroll issues affecting Ontario vineyards.

Acknowledgements

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