



For immediate release

Two-year Grape Pricing Agreement reached by Grape Growers of Ontario, Wine Council of Ontario and Winery & Grower Alliance of Ontario

Niagara - July 4, 2014: The Grape Growers of Ontario, Wine Council of Ontario and Winery & Grower Alliance of Ontario reached an agreement on July 2, 2014 on grape pricing for 2014 and 2015. The agreement provides an overall price increase of approximately 2% over the two-year contract and an extension of the plateau pricing framework for two years.

"This two-year pricing agreement provides the stability needed to work towards shared goals to collectively improve and strengthen the Ontario grape and wine industry," said Bill George, Chair, Grape Growers of Ontario.

"We are very pleased that we were able to reach agreement on grape pricing for the 2014 and 2015 harvests. Price certainty helps both growers and wineries plan and make decisions which will continue to strengthen the VQA wine industry," said Allan Schmidt, Chair of the Wine Council of Ontario.

"This two-year agreement is another positive result of industry collaboration among grape growers and wineries in the province. It provides a strong foundation for continued growth of the entire grape and wine industry over the coming years," stated Jim Clark, Chair, Winery & Grower Alliance of Ontario.

The Ontario grape and wine industry is a significant driver to the provincial economy which contributes \$3.3 billion in economic impact, 14,000 jobs, taxes and tourism, particularly in the province's designated viticulture areas: Niagara Peninsula, Prince Edward Country, Lake Erie North Shore, and the emerging South Coast region.

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