



2nd Annual Grape and Wine Summit Brings Industry Together To Focus on the Future

Niagara-on-the-Lake, March 8th, 2012: One hundred thirty five participants gathered this week to discuss the future of the Ontario wine industry at the second annual Insight Summit. The Summit, held at the historic Niagara-on-the-Lake Courthouse, had an impressive roster of speakers who travelled from across Canada and the United States to examine and identify how the grape and wine industry can move forward by working together.

The impressive array of speakers included:

Stephen Rannekleiv of Rabobank, one of the leading lenders to the wine industry around the world, helped us understand our international challenges with a discussion on the global economy of grapes and wine.

Danny Brager from AC Nielsen in the US and the lead on their US Wine portfolio and **Carmen Allison** of Nielsen Canada highlighted the dramatic changes we are experiencing in consumer behavior and provided insights into how consumers are buying wine and other consumer goods.

Peter Clark, President of Grey, Clark, Shih and Associates, Limited, advised the delegates on how to adapt to and implement international trade rules to strive to win.

Thomas Homer-Dixon, addressed the importance of resilience, innovation, and flexibility for industries, such as local grape and wine, so the grape and wine industry can both compete globally and build local and regional economies.

Rob Sands, CEO of Constellation Brands Inc., spoke on the globalization of the wine business and the importance of a unified wine industry in Ontario as a key to success in our own backyard.

"This Summit provided each organization an opportunity to listen and learn about the challenges of competing in the international marketplace," said Bill George, Chair of the Grape Growers of Ontario and co-host of Insight 2012.

"We look forward to taking these ideas and working together to make the whole industry more prosperous," said Anthony Bristow, Chair of the Winery and Growers Alliance of Ontario and co-host of Insight 2012.

The co-hosts agreed that the common goal of all participants is to see the industry prosper and be competitive in the international marketplace.

- 30 -

For more information please contact:

Debbie Zimmerman
CEO
Grape Growers of Ontario
905 401 2471

Patrick Gedge
President & CEO
Winery & Grower Alliance of Ontario
905 328 0169