



For immediate release

2016 Grape Price Agreement reached with Grape Growers of Ontario, Wine Council of Ontario, Winery & Grower Alliance of Ontario

Niagara - June 23, 2016: The Grape Growers of Ontario, Wine Council of Ontario and Winery & Grower Alliance of Ontario concluded the 2016 grape pricing agreement ahead of schedule. The agreement provides an overall price increase of 2% for one year. In addition, the agreement extends the plateau pricing program for one year.

"The constant in our industry is the consistent grape quality our growers produce every year to make 100% Ontario grown wine. This agreement recognizes that growers, with their wine partners, can work together to collectively build and strengthen our grape and wine industry's future," said Matthias Oppenlaender, Chair, Grape Growers of Ontario.

"WGAO members purchase some 85% of the grapes grown by independent farmers in Ontario for VQA and International Canadian Blend (ICB) wines, and we are very pleased that grape growers and processors have arrived at a very fair and equitable agreement for grape prices in 2016," stated Del Rollo, Chair, Winery & Grower Alliance of Ontario.

"I'm pleased we were able to reach an agreement on grape pricing for the 2016 harvest. The agreement provides price certainty, which will help wineries plan and potentially grow their businesses," said Allan Schmidt, Chair, Wine Council of Ontario.

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

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