



PROGRESS & FUTURE PRIORITIES

VQA Ontario -
Supporting 15 years
of Ontario wine
industry growth



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Core VQA focus areas	Managing the appellation system to ensure consumers have trust in VQA wines and wineries value participation	Promoting a culture of quality to encourage the production and promotion of quality wines of origin	Providing tools to communicate the value of origin and build confidence and value in VQA and its appellations
<p>Progress made during VQA Ontario's first 15 years</p>	<ul style="list-style-type: none"> • Regulated appellation and sub-appellation systems are firmly established • The number of regulated appellations has increased from 4 to 17 • Regulations have been modernized in response to industry feedback and a changing marketplace • The number of VQA wines on the market has doubled • VQA wine sales have increased by over 50% • VQA Ontario is positioned as a trusted authority on wines of origin • VQA is globally recognized as the standard for Canadian wines of origin • Administrative processes have been automated, made easier to use and fees have been reduced making the system more accessible 	<ul style="list-style-type: none"> • Over 85% of VQA wineries agree VQA Ontario plays an important role in protecting the reputation of Ontario's wines and wine regions • A national definition of Icewine based on VQA quality standards has been adopted across Canada, and in treaties with Europe and 8 other wine producing countries, opening new markets to VQA Icewine • VQA is now recognized by Europe as a quality wine standard acceptable in its markets • Winemakers Forums encourage the sharing of experience and best practices throughout the province • An industry-wide benchmarking program is in place, helping wineries to assess and improve their quality performance • The success rate of VQA wine approval submissions has improved from 80% to 97% supported by educating members about the tasting panel process 	<ul style="list-style-type: none"> • VQA Ontario supports industry marketing programs with funding and content. • Simplified messaging about VQA has been created to assist wineries, supported by the Taste the Place tagline. • Ontario consumers have become more aware of VQA to a point where 73% now say they know something about VQA and at least one of the VQA appellations (comparable to their awareness of major global wine regions) • The value associated with appellations and sub-appellations has become tangible. For example, wines labeled VQA Ontario retail for an average of \$15 per bottle, wines labeled VQA Niagara Peninsula for \$20 and wines labeled with a sub-appellation for \$26 • VQA labelling rules have been updated to increase the focus on appellation • VQA wines can now be purchased at farmers' markets across the province, a key channel for communicating the value of origin message to the consumer
<p>Future priorities</p>	<ul style="list-style-type: none"> • Continue to evolve the regulatory framework to remain relevant to consumers and reflect innovation in the industry • Build consumer and industry confidence based on a fair and transparent certification process 	<ul style="list-style-type: none"> • Develop opportunities to work closely with the industry to facilitate quality outcomes • Implement a field trip program to familiarize wineries with the sensory and chemical testing processes and how to improve success rates • Create a structured orientation program for new wineries and winemakers 	<ul style="list-style-type: none"> • Build relevant fact-based data on appellations through research on viticulture, winemaking practices and wine character • Continue to raise awareness of VQA appellations and sub-appellations, and the added value of origin and authenticity • Facilitate an industry-wide VQA Ambassador Program