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News release

MINISTER STRAHL POPS THE CORK ON FUNDING FOR THE CANADIAN VINTNERS ASSOCIATION

VINELAND, Ontario, August 26, 2006 - The Honourable Chuck Strahl, Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board, today announced \$346,000 in funding to support the international market development work of the Canadian Vintners Association.

Through this contribution under the Canadian Agriculture and Food International (CAFI) Program, the Canadian Vintners Association will seek to raise the profile of Canadian wines in foreign target markets. The association will also assist the grape and wine industry to evaluate the impacts of changing weather and consumer trends on the domestic wine industry.

"Canada's new government is pleased to support our wine industry's efforts in making Canadian wines more visible and more available in markets around the world," said Minister Strahl. "This type of innovative program demonstrates our commitment to the agricultural sector and to Canada's rural communities."

In the long-term, the Canadian Vintners Association will reinforce awareness of Canada's premium quality wines with an emphasis on Canada's world-renowned Icewines, while continuing its participation in international market development and promotional activities. Through this funding, Agriculture and Agri-Food Canada is also supporting continued development of industry-led, national wine standards.

"Our members continuously look for ways to increase the quality, volume and breadth of Canadian wines," said Canadian Vintners Association President Dan Paszkowski. "Strengthening and diversifying our current markets, as well as pursuing a level international playing field, will ensure our success."

The Canadian Vintners Association is Canada's national association of vintners, an organization dedicated to the promotion and well-being of Canada's wine sector.

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