



FOR IMMEDIATE RELEASE

Canadian Vintners Association Welcomes Export Support from Federal Government

Ottawa, September 25, 2009 The Canadian Vintners Association (CVA) today welcomed the federal government's announcement of funding in support of the wine industry's export activities.

In an announcement at Gray Monk Estate Winery in BC's Okanagan Valley, Ron Cannan, MP for Kelowna-Lake Country, speaking on behalf of the federal Minister of Agriculture, the Honourable Gerry Ritz, announced that the CVA would receive \$318,100 from the federal AgriMarketing Program to support export efforts on behalf of the wine industry. These funds will be matched 50-50 by the industry itself and will be used to support a variety of marketing and promotion efforts for VQA/100 percent Canadian wines in the US and key overseas markets on behalf of Canadian wineries.

"This is a very welcome announcement" noted Paul-André Bosc, CVA Chair and Vice-President, Marketing and Administration of Château des Charmes Winery in Niagara on the Lake. "Earlier this year, a National Wine Export Strategy for the Canadian wine industry was completed and this funding will assist Canadian wineries in boosting their export efforts in key markets. It is both timely and welcome".

Dan Paszkowski, CVA President, added that "the strong performance of Canadian wines in competitions around the world is evidence that Canada is being taken seriously on the world wine scene. Both our Icewines and our table wines are winning prestigious awards. The marketing efforts of Canadian wineries abroad are now building on these competitive results and this funding will enhance that strategy".

"Canada's wines are the highest value-added agricultural export product from Canada and so it is vital that we do everything we can to support the growth of export markets", concluded Bosc. "Both this federal financial support and the efforts of Canadian trade officials abroad in support of our members and our industry are highly valuable and appreciated".

Canada's national wine export strategy looks to boost Canada's wine sales in key markets in the US, Asia and Europe. It will also ensure that international trade barriers to Canadian wine exports are reduced and guard against infringement of our trademarks and the counterfeiting of prime export products like Icewine. The British Columbia Wine Institute and Wine Council of Ontario have played a key role in the development of the export strategy and in delivery of various export initiatives.

The CVA is the national association representing wineries across Canada responsible for more than 93% of annual wine production. CVA members are engaged in the entire wine value chain from grape growing, farm management, research and development, grape harvesting, wine production, bottling, retail sales and tourism.

For more information, contact the CVA at 613-782-2283.