



FOR IMMEDIATE RELEASE

Canadian Vintners Association Welcomes National Export Strategy for Canadian Wines

Ottawa, February 28, 2009. The Canadian Vintners Association today welcomed the federal government's announcement of a comprehensive national wine export strategy to boost the export potential for Canadian wine products.

The export strategy follows a one year roundtable advisory process which included representatives from the federal government, the wine industry, as well as the British Columbia Wine Institute, Wine Council of Ontario and the Canadian Vintners Association. This collaboration focused on identifying potential markets, branding and specific product opportunities.

The Canadian wine industry has a growing presence in the export market, with exports currently valued at more than \$20 million annually. This effort lays the foundation for federal agencies, Canadian Embassies abroad and wine producers to work collaboratively on an integrated strategy to build this sales channel. A government-industry steering committee will oversee strategy implementation to ensure that both industry and government efforts are coordinated and effective.

"Industry and government have worked together in an unprecedented way to provide export-based recommendations and we are anxious to implement these measures to ensure the growth and future of this important and growing segment of the Canadian economy," said Dan Paszkowski, President of the Canadian Vintners Association.

"The report lays out a roadmap for a national export strategy to facilitate the identification and development of new international markets," said Paul-André Bosc, Chair of the Canadian Vintners Association.

"The quality of Canadian wine has increased dramatically over the last two decades, and our ability to compete against the best in the world has been proven time and again through awards and accolades for both our icewine and table wine products at some of the most prestigious competitions in the wine world," added Bosc.

The wine industry has undertaken considerable growth and development over the past decade, with more than 350 wineries and 1,000 grape growers employing roughly 10,000 Canadians in 6 provinces across the country. "This national strategy, together with a strong industry and government partnership defining direction, will build on the strength, leadership and export potential of the Canadian wine industry," said Bosc.

"This is a win-win scenario for Canada and will take wine exports to a new level. It will create new market opportunities and generate jobs and economic returns for Canadians," concluded Paszkowski.

The CVA is the national association of the Canadian wine industry 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.

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