



MEDIA RELEASE

CANADIAN VINTNERS PARTICIPATE IN LAUNCH OF INTERNATIONAL FORUM ON SUSTAINABLE WINE PRODUCTION

OTTAWA, November 7, 2011 – The Canadian Vintners Association (CVA) participated in a groundbreaking international conference on the sustainability programs of the world wine industries held in Santiago, Chile on October 19-21, 2011. The conference was represented by member countries of the World Wine Trade Group (WWTG) and FIVS, an international beverage alcohol industry trade association, to discuss their national and regional wine sustainability programs.

An expert panel represented by leaders with national and regional wine sustainability programs participated, including representation from Argentina, Australia, Canada, Chile, the European Union, France, New Zealand, South Africa and the United States.

The panel presented to an audience of more than 200 industry and government representatives, the elements of their national and regional wine sustainability programs, and agreed to a common set of sustainability principles that meet environmental, social and economic sustainability goals within each country or region. Also established was a Multi-national Wine Sustainability Committee to build on the initiatives and program requirements.

"Canada is very excited to be part of this historic agreement on sustainability principles and the positive efforts that the wine sector is taking to provide global leadership on wine sustainability," said Paul Bosc, Chairman of the Canadian Vintners Association and sustainability panelist representing Canada's wine industry.

Bosc provided a general overview of Canada's wine sustainability programs and specific details of the Wine Council of Ontario's sustainability program launched in 2007 known as '*Sustainable Winemaking Ontario*.' In 2011, this program earned the "Minister's Award for Environmental Excellence" from Ontario's Ministry of the Environment.

In summing up the outcomes, conference organizer Elena Carretero said: "This seminar has highlighted the wine sector's strong commitment to sustainability. Many wine producing countries and regions have developed sustainability programs that allow the wine sector to measure, monitor, and manage the environmental and social aspects of our business and ensure continuous improvement in our practices. The wine sector must continue to lead the world in sustainability for our countries and for our customers."

The WWTG is an established organization of government and industry representatives with a mutual interest in facilitating international trade in wine. Members are Argentina, Australia, Canada, Chile, Georgia, New Zealand, South Africa and the United States, with Brazil participating as an observer. Encouraging the coordination of sustainability programs has been

an important part of the WWTG agenda since 2002. FIVS is a worldwide organization for the beverage alcohol industry, including wine, beer and spirits. Its members include producers, distributors, importers, exporters and trade associations. The CVA is the national association of the Canadian wine industry representing wineries across Canada responsible for more than 90% of annual wine production. CVA members are engaged in the entire wine value chain from grape growing, farm management, grape harvesting, wine production, bottling, retail sales, research and tourism.

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