



September 18, 2008

## **FOR IMMEDIATE RELEASE**

### **Buying Ontario Wine Makes Cents**

**Toronto** – Ontario’s wine industry packs a powerful punch for the Ontario economy and for job growth says a new study released by the Wine Council of Ontario today. The study, undertaken by KPMG, says the value-added impact of Ontario’s wine production and grape-growing industry to the province’s economy was \$529 million in 2007.

“When Ontarians purchase and enjoy Ontario wines, they are also supporting Ontario’s economic growth and jobs,” said Norm Beal, Chair of the Wine Council of Ontario and owner of Peninsula Ridge Estates Winery.

The study also reported that Ontario’s wine industry has been a steady and increasing source of employment for Ontario workers, with approximately 7,000 jobs supported by the industry in 2007.

“The McGuinty government is a strong supporter of Ontario wine-makers and grape-growers. We are pleased to see the dividends to Ontario’s economy that are flowing from the industry’s continued growth and success,” said St. Catharines MPP Jim Bradley, the Ontario government’s lead Cabinet Minister for the wine industry. He will be attending the Wine Council’s announcement of the study’s findings.

“Ontarians have long been proud of our home-grown wines,” said Ontario Finance Minister Dwight Duncan. “I am happy to see that the investments in this vibrant industry are reaping rewards for jobs and our economy.”

The study also found that for every litre of Ontario wine purchased by Ontario residents, the value-added return to the Ontario economy is \$8.48 (combined income for labour, business and government) versus \$0.67 per litre of foreign wines in 2007.

“When Ontarians go local with their wine purchases they will not only enjoy quality Ontario wines, they can also toast to the economic health and growth of the Ontario economy and Ontario jobs,” Beal said.

Highlights of the KPMG study included:

- The “value-added” of the Ontario wine industry to the Ontario economy in 2007 was \$529 million, up from \$202 million in 1997;
- The Ontario wine industry supported approximately 7,000 Ontario jobs in 2007, up from 4,700 jobs in 1997; and
- For every litre of Ontario wine purchased by Ontario residents in 2007, the value-added return to the Ontario economy was \$8.48 (combined income for labour, business and government) versus \$0.67 per litre of foreign wines.
- The findings suggest that the Ontario government and the Ontario economy are receiving a positive rate of return for investing in and promoting Ontario grape production and wine production.

The Wine Council of Ontario (WCO) is a non-profit trade association with a leadership role in marketing and establishing policy and future directions for the wine industry in Ontario. It acts as a liaison and coordinating body between Ontario wineries, grape growers, and government groups.

Membership in the WCO is open to all commercial producers of wine in Ontario, with the criteria that a member must be an Ontario resident and the winery must be located in the province. The Wine Council represents 84 winery properties in Ontario.

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