

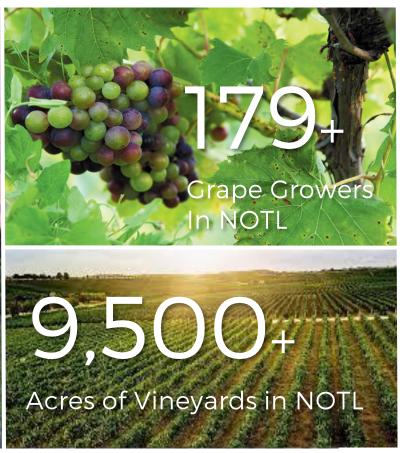


### **AGENDA**

- Introduction
- Our Niagara-on-the-Lake Wine Industry
- A sustainable wine industry creates a better NOTL for everyone Contributing: Jobs & Economic Well-being, Enhancing our Community and Lifestyle, Protecting our Environment
- Challenges & Opportunities
- Q&A

## **OUR NOTL WINE INDUSTRY**







### THE EVOLUTION OF INDUSTRY IN NOTL

#### **THEN**



Orchards and manufacturing in the 50's and 60's

#### **NOW**



A world-class agriculture, manufacturing, and service-based economy

# WINEMAKING IS THE GREATEST VALUE-ADD AGRICULTURE INDUSTRY IN THE WORLD

#### SOYBEANS ...

- Canadian farmers grow, harvest and sell for ~\$300/tonne
- Almost 80% is exported
- Most domestic consumption is used as feed for livestock
- The cycle ends

#### GRAPES ...

- NOTL grape growers, tend to, pick and sell their grapes for \$700 - \$2500/tonne
- Wineries press those grapes into juices that they then age, blend, cellar, bottle and ship domestically and around the world

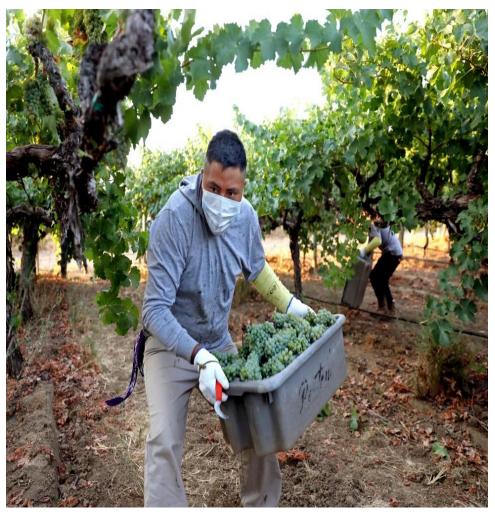
But the value-added cycle doesn't end there

Value is added from many sectors



#### IT ALL STARTS WITH:

# **FARMING & AGRICULTURE**











#### **VALUE IS ADDED FROM:**

# **MANUFACTURING**













# VALUE IS ADDED FROM: COMMERCIALIZATION





**NEW PRODUCT DEVELOPMENT & MARKETING** 

#### **VALUE IS ADDED FROM:**

# BRINGING OUR WINES TO CONSUMERS IN CANADA AND AROUND THE WORLD

#### RETAIL

Winery Cellar Door, Farmer's Markets, The LCBO, Grocery Stores, Select national and international retailers in 30+ countries

#### **E-COMMERCE**

20+ wineries with online wine shops

#### **RESTAURANTS**

Local, national, and international.

From casual establishments to the best restaurants in the world



#### **VALUE IS ADDED FROM:**

## **TOURISM**

Winery Tourism Contributes \$280 Million to Niagara's Economy

And that's just a drop in the barrel of winery tourism's many positive impacts on our community











Protecting our Environment

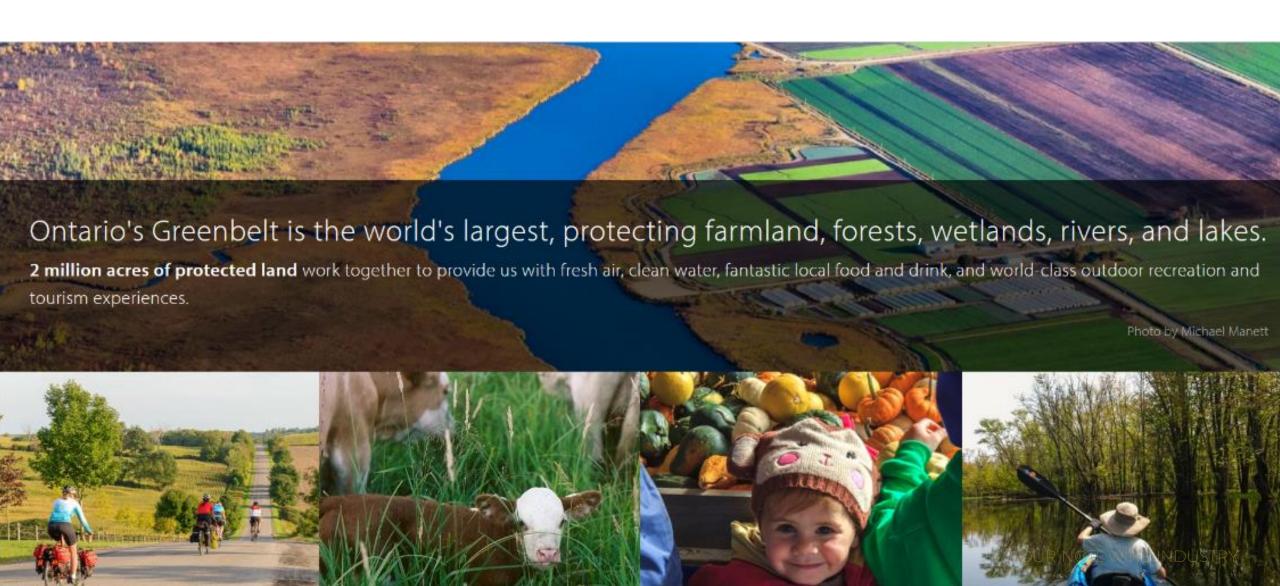
Enhancing our Community & Lifestyle

Contributing
Jobs & Economic
Well-being



# OUR WINE INDUSTRY IS HELPING TO PROTECT ONTARIO'S GREENBELT

















#### Third Party Certified by Sustainable Winemaking Ontario

- Reducing water usage
- Investing in energy efficient equipment
- Use lightweight glass
- Composting grape skins to create energy





# OUR WINE INDUSTRY IS CREATING A SUSTAINABLE FUTURE FOR OUR FARMING COMMUNITY

#### **DURING THE LAST DECADE:**

Farmland in the <u>NIAGARA PENINSULA</u> has decreased by 4,660 acres In <u>NIAGARA-ON-THE-LAKE</u>, farmland grew by 212 acres







# OUR WINE INDUSTRY IS COMMITTED TO DIVERSITY, EQUITY, & INCLUSION

1

Influence and champion
DE&I within individual
companies & across the
industry

2

Share best practices, learn together and advance our collective knowledge

3

Promote change and elevate marginalized voices

#### **LIFESTYLE**





# NOTL earned 1st place in Ontario

From the Most Livable Places To Call Home Ranking





## THE ONTARIO WINE INDUSTRY



#### **OUR NOTL WINE INDUSTRY**

## **CHALLENGES & OPPORTUNITIES**

#### **CHALLENGES**

- · Imported wine competition is heavily subsidized
- Significant, industry wide cost increases
- We operate in a heavily regulated industry

#### **OPPORTUNITIES**

• Winery tourism is creating new and loyal wine consumers

We want to be a partner with the town as they develop a sustainable tourism strategy

We ask council to pause on any decisions related to tourism until the strategy is complete



### REFERENCES

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