

Planning for the Future Development of Ontario's Wine Industry

Building a Competitive and Sustainable Wine Sector for Ontario



INTRODUCTION

This research, conducted by Dr. W.J. Caldwell with research assistant Dave Aston, was submitted to the OMAFRA Research Branch in November 2000. The 96-page report provides a comprehensive analysis of Ontario's wine industry and offers strategies to guide its future growth and development.



ABOUT THE RESEARCH

The study examines the status of Ontario's wine industry around the year 2000, including industry structure, grape production, winery operations, marketing, tourism, and policy environment.

It compares Ontario to leading New World wine regions, identifies strengths and challenges, and explores opportunities for competitiveness and growth.

Based on extensive industry and stakeholder consultations, the research outlines actions needed to build a sustainable, world-class wine industry that contributes to Ontario's rural economy and regional development.



HOW PLANNING CAN SUPPORT THE WINE INDUSTRY



Supportive Policy Framework

Clear, consistent policies for land use, licensing, and taxation help wineries invest, innovate, and grow.



Infrastructure and Services

Investments in transportation, utilities, and community services strengthen winery operations and visitor experiences.



Market and Tourism Development

Integrated marketing and tourism strategies build Ontario's wine brand and expand domestic and international markets.



KEY FINDINGS



1

Strong growth potential

Ontario has excellent natural resources, skilled growers, and entrepreneurial wineries with strong potential for continued growth.

2

Policy and regulatory gaps

Inconsistent policies, complex regulations, and high taxes were significant obstacles to competitiveness.

3

Need for a coordinated strategy

A long-term, industry-wide strategy is essential to strengthen the value chain from grape to glass.

4

Tourism is a key opportunity

Wine tourism can drive rural economic development and enhance the visibility of Ontario wines.

5

Investment in quality and innovation

Success depends on continued investment in vineyards, technology, marketing, and human capital.

WHY IT MATTERS



Strengthens rural economies and creates jobs in communities across Ontario.



Enhances Ontario's reputation for quality, locally produced wines.



Supports agri-tourism and builds vibrant rural destinations.



Helps ensure the long-term sustainability of Ontario's wine industry.

FURTHER INFORMATION

The full research report is available at:

www.waynecaldwell.ca/projects/ontario-wine-industry/

RESEARCH CREDITS

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PRACTICAL CONSIDERATIONS FOR PLANNERS



Recognize wineries as agri-businesses that require appropriate land use flexibility.



Reduce regulatory barriers and provide streamlined, predictable approval processes.



Encourage partnerships among wineries, communities, and government.



Promote the protection of farmland and the integrity of winegrowing regions.