



Winery & Grower Alliance of Ontario rebrands as Wine Growers Ontario

June 16, 2020 - Vineland, ON –The Winery & Grower Alliance of Ontario (WGAO), is proud to announce that we have changed our name to Wine Growers Ontario (WGO) to better reflect the value-add agriculture, agri-food and growth opportunities of our industry.

“The name, Wine Growers Ontario, reflects our integral connection to the land. Our members are farmers, winemakers, retailers and tourism operators. From field to table we are the highest value-add agricultural product in Ontario. Our industry contributes more than \$4 billion in annual economic impact within the province,” said Aaron Dobbin, President & CEO.

Wine Growers Ontario represents wineries in Niagara, Prince Edward County and Lake Erie North Shore. Our members are responsible for over 80% of wine produced in Ontario, purchase over 80% of grapes grown by independent grape growers, sell over 85% of all wine exported from Ontario, make over 50% of wine made from 100% Ontario grapes and are the largest VQA producers in Ontario.

“Ontario’s grape and wine industry supports 18,000 jobs right here in Ontario. We are tied to the land, we are stewards of the land and we make wine that reflects the land. Ontario wines compete with the best from around the world and attract over 2 million visitors a year to Ontario wine country. Our new brand, Wine Growers Ontario, reflects this and helps to tell our story”, said Del Rollo, Chair.

Wine Growers Ontario is dedicated to working collaboratively with our industry partners, government, and consumers, to support and advance public policy, marketing and other efforts to advance the entire Ontario wine industry and the communities where we live and work.

For more information about Wine Growers Ontario please visit our website www.winegrowersontario.ca or follow us on Twitter @WGOntario.

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Source: 2017 Report, Canada's Wine Economy – Ripe Robust Remarkable, Rimerman + Co. LLP