

ONTARIO WINE AND GRAPE INDUSTRY ECONOMIC IMPACT 2019 FACT SHEET

- The sum of all economic activity in Ontario related directly or indirectly to wine is **\$5.49 billion**, an increase of **\$1.13 billion** over 2015 when the sum was **\$4.35 billion** (+26%), and an increase of **64.5%** from **\$3.33 billion** in 2011.
- In 2019, estimated jobs in Ontario from all economic impacts created totaled **22,385** full-time equivalent workers; related wages were approximately **\$1.21 billion**. This is up from 18,008 jobs in 2015 and 14,375 jobs in 2011.
- **2.6 million people** visited Ontario wine country in 2019, contributing \$1.04 billion in revenue to the Ontario economy, supporting 5,888 jobs and over \$293 million in wages specific to wine-related travel in the province.
- Ontario produced **81,115 tonnes** of grapes from **17,000** bearing acres whose total value in 2019 was **\$109 million**, an average of **\$1,345 per tonne**.
- In 2019, an average bottle of Ontario wine sold generated approximately **\$31.82** of business revenue, **\$6.29** of tax revenue and **\$10.79** of wages. For every \$1.00 spent on Ontario wine in Ontario, **\$3.29** in business revenue generated across the province.
- By comparison for every \$1.00 spent on imported wine in Ontario, **\$0.90** in economic impacts are generated across the province.
- **186** Ontario wineries or wine companies sold over **9 million**, nine-litre (9L) equivalent units of wine and had revenues of over **\$711.21 million** in 2019.
- Wine-related activity in 2019 contributed over **\$706.05 million** in federal and provincial tax revenues.
- 100% Ontario wines contributed to the Ontario economy business revenue of over **\$2.29 billion**, tax revenues of **\$330.84 million** and wages of **\$791.52 million**, totaling **\$3.42 billion** of overall economic impact, an increase of nearly **\$947 million** since 2015.
- IDB wines contributed to the Ontario economy business revenue of over **\$1.27 billion**, tax revenues of **\$375.21 million** and wages of **\$420.36 million**, totaling approximately **\$2.07 billion** of overall economic impact, an increase of over **\$1.90 billion** since 2015.

The Economic Impact of the Wine and Grape Industry in Ontario 2019