



## **WGITF Key Messages for Industry & Stakeholders**

---

### **What is the BC Wine Grape Industry Task Force?**

The BC Wine Grape Industry Task Force (WGITF) is an industry-led initiative created to take united action on today's challenges and build a stronger, more sustainable future for grape growing and winemaking in BC.

Over the next two-years, we are investing in projects and initiatives that address the most significant opportunities and challenges facing grape growing and winemaking in BC. This is about setting the industry up for success now and for generations to come.

---

### **Who's behind the Task Force?**

The Task Force is governed by an Advisory Committee comprised of the CEO/Executive Director and Board members of the five key industry associations:

- BC Wine Grape Council (BCWGC)
- Wine Growers British Columbia (WGBC)
- BC Grapegrowers' Association (BCGA)
- Wine Islands Growers Association (WIGA)
- BC Wine Authority (BCWA)

A Program Delivery Team supports the work behind the scenes, managing coordination, communication, and reporting.

---

### **What work is being done?**

[Six Working Groups](#) are diving into the most important themes (which were based off our industry surveys and discussions over the past year):

- Data Strategy – Support streamlined data collection to improve data-driven decision making.

- Climate Resilience – Improved climate resiliency through adoption of innovative and sustainable practices.
- Market Development – champion a unified BC wine identity that supports growing demand both locally and abroad.
- Organizational Alignment – Ensuring the industry is supported as it needs to be and encouraging cross-association collaboration.
- Business & Economics – Supporting businesses in optimizing vineyard and winery operations to strengthen financial stability.
- Long-Term Strategy – Creating a sustainable and actionable long-term strategy for the BC Wine Grape Industry.

These groups are made up of growers, winemakers, researchers, and other field experts from across the province.

Between now and March 2027, the Working Groups will determine and implement priority projects that will take place over the 2-years.

WGITF will regularly share updates on the projects and initiatives through association newsletters, blogs and town hall updates. Visit [www.bcwinegrapeindustry.com](http://www.bcwinegrapeindustry.com) to learn more about the WGIT and the priorities and projects for each working group.

---

### **How can I get involved?**

While our working group memberships are currently full, we encourage participation from all within the industry to get involved with a working group community. This is an open group with unlimited seats for those who want to stay informed, engaged and contribute their knowledge. Community Members will receive early updates, be invited to provide feedback on draft ideas, and help guide the group's direction through ongoing engagement.

To get involved, contact Lindsay Kelm at [lindsay@bcwinegrapeindustry.com](mailto:lindsay@bcwinegrapeindustry.com).

---