



# Request for Proposals Strategic Options for a Decision-Support Tool

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## Background & Context

The BC wine industry has experienced significant growth over the past 30 years. International recognition has positioned British Columbia as a world-class wine region, generating meaningful economic impact with the industry contributing more than \$3.75 billion in economic activity, including over \$750 million in wages and \$440 million in tax revenue in 2019.

Today, the industry stands at a critical crossroads, characterized by:

- Climate variability and long-term climate change impacts on grape suitability and yields.
- Evolving market trends, consumer behaviour, and varietal/wine preferences
- Significant vineyard replanting and long-term varietal uncertainty.
- Rising costs of production, labour availability challenges and operational pressures.
- An evolving inter-provincial regulatory environment and shifting consumer preferences and market dynamics.

In response, the BC Wine Grape Industry Task Force (WGITF) was established as an industry-led initiative to take coordinated action and strengthen the long-term sustainability of grape growing and winemaking in British Columbia. Over the next eighteen months, WGITF is investing in targeted projects and initiatives that address the most significant opportunities and risks facing the sector.

The Task Force is governed by an Advisory Committee comprised of leadership from five key industry associations, with a Program Delivery Team supporting coordination, communication, and reporting to ensure effective implementation.

## Problem Statement

The British Columbia wine grape industry is currently navigating significant shifts in climate stability and pest pressures. These conditions require more timely, localized, and data-informed decision-making.

Digital decision-support systems (DSS), such as the BC Decision Aid System (BC DAS), support these needs. However, it remains unclear whether the expansion of the existing DAS architecture, the adoption of an alternative platform, or the development of a bespoke platform represents the most viable long-term approach for the BC wine grape industry.

The core challenge is both technical and financial. The sector currently lacks a clear

strategy for platform selection, governance, and long-term funding. A focused and defensible assessment is required to identify and evaluate viable platform options and define a 10-year roadmap for financial and operational sustainability that balances industry needs with realistic funding models.

## Purpose

The Data Strategy Working Group is seeking proposals from qualified proponents to identify, evaluate, and recommend the most viable long-term digital decision-support system (DSS) for the BC wine grape industry.

The project will:

- Assess the suitability of existing and emerging DSS platforms for BC viticulture
- Develop and compare 3–4 strategic scenarios (e.g., expand existing platform, adopt an alternative, or develop a new solution)
- Evaluate each scenario across functionality, interoperability, governance, and long-term adaptability
- Assess 10-year financial requirements, funding models, and adoption risks
- Recommend a preferred scenario and define conditions required for successful implementation

The resulting assessment must be practical, evidence-based, and financially realistic, and aligned with the operational constraints of the sector.

## Value Proposition

This project represents an opportunity to make a critical long-term infrastructure decision for the BC wine grape industry.

A clear and defensible recommendation will enable the sector to:

- Improve decision-making in response to climate and production risks
- Align around a shared platform or approach
- Avoid fragmented or duplicative investments
- Establish a sustainable model for system funding, governance, and operation

Success will be demonstrated through delivery of a clear, actionable recommendation that enables the industry to move forward with confidence toward a scalable and widely adopted decision-support system.

## Scope of Work

The successful proponent will complete the following core components. Proponents are encouraged to provide a highly focused approach that prioritizes actionable insights in combination with a high-level technical audit.

<b>Component</b>	<b>Objective</b>	<b>Deliverables</b>
Decision-Support Needs Context (BC DAS Alignment)	Ground the assessment in current industry needs and existing work, including findings from the BC DAS Needs Assessment.	<ul style="list-style-type: none"> <li>High-level summary of “must-have” features and requirements for decision-support platforms/models.</li> </ul>
Neutral Platform Evaluation and Scenario Development	Identify current and emerging decision-support options available to BC viticulture and develop a set of viable scenarios.	<ul style="list-style-type: none"> <li>Platform Evaluation: Strategic comparison of available platforms, including licensing, ownership, and interoperability.</li> <li>Options Analysis (3–4 Scenarios): see below for a list of parameters.</li> </ul>
Financial Analysis and Barriers to Adoption	Candid assessment of financial feasibility, funding pathways, and likelihood of industry adoption.	<ul style="list-style-type: none"> <li>Financial and Funding Assessment: Evaluation of blended funding models (public/private), tiered pricing, and indirect cost-recovery approaches (e.g., membership-embedded fees).</li> <li>Governance and Operating Considerations: Assessment of governance and operational ownership models required to ensure long-term sustainability.</li> <li>Adoption and Risk Assessment: Identification</li> </ul>

		<p>of risks related to low adoption and strategies for mitigation.</p> <ul style="list-style-type: none"> <li>● Partnership Opportunities: Assessment of cost-sharing opportunities with other commodities and/or regions.</li> </ul>
Synthesis and Recommendation	Provide a clear, defensible recommendation and supporting materials to inform industry decision-making.	<ul style="list-style-type: none"> <li>● Summary of recommendations and a proposed 10-year roadmap for implementation, including financial and operational sustainability considerations.</li> </ul>

Note, during the options analysis (component 2), it is expected that each scenario will be assessed against the following parameters:

- Specific pros/cons to the adoption of the platform, including interoperability with other platforms/software, integration with external datasets, and the potential to incorporate private weather stations from other platforms.
- Expected 10-year operating costs.
- The specific roles of government vs. industry partners.
- Governance and data ownership models.
- Platform aptitude for the construction of an updated “Grape Atlas.”
- The quality, transparency, and adaptability of predictive models and algorithms used by the platform.

## Stakeholder Engagement

The successful proponent will work collaboratively with:

- BC Wine Grape Industry Task Force (WGITF) Data Strategy Working Group
- WGITF Program Delivery Team and Advisory Committee
- Growers, wineries, and industry associations
- Ministry of Agriculture and Food and other relevant government partners
- External consultants and project teams engaged in related initiatives, including BC DAS and the Cross Commodity Leadership Support Project (CCLSP).

Engagement must:

- Be focused, efficient, and fit-for-purpose within the project scope and budget
- Prioritize targeted input to inform scenario development and evaluation, rather than broad consultation
- Incorporate insights from existing work (including BC DAS Needs Assessment) to avoid duplication
- Surface practical considerations related to adoption, governance, and funding
- Maintain confidentiality of sensitive information
- Support credibility and transparency in the final recommendations

## Deliverables

The deliverables listed above will be presented as follows:

- Interim Briefing: A summary of emerging scenarios and early stakeholder feedback to ensure the project is on the right track.
- Final Strategic Report: A document detailing the scenario analysis, financial pathways, risk assessment, and a 10-year roadmap for financial and operational sustainability.
- Executive Summary: A concise brief formatted for high-level industry and government decision-makers.
- Presentation: A final briefing delivered to the BC Wine Grape Industry Task Force.

## Timeline & Location

It is anticipated that this project will commence in April 2026 and run for approximately four months (April – July 2026). The proponent must provide a detailed project schedule as part of the proposal that highlights key milestones and deliverables, timing of stakeholder engagement activities and any dependencies on related initiatives or availability of external inputs. Engagement activities may occur virtually and, where appropriate, in person.

## Budget

Proponents must provide:

- A detailed cost breakdown by phase/component
- Clear assumptions related to scope and engagement approach
- Identification of efficiencies where coordination with related initiatives may reduce duplication or cost
- Opportunities for cost-sharing or other external funding sources if applicable
- Any optional enhancements or phased approaches

Proposals should reflect a focused and pragmatic approach, prioritizing high-value insights over extensive analysis.

## Proposal Requirements

Interested parties should submit a concise proposal (max 8 pages) including:

- Project Understanding: Your take on the current BC viticulture landscape and the challenges of decision-support operational permanence.
- Methodology: A lean work plan that fits the budget while maximizing stakeholder insight.
- Qualifications: Demonstrated experience in agri-business modeling, agricultural policy, or viticulture-specific technology.
- Team Bio & Budget Breakdown: Identification of lead personnel and a simple breakdown of hours/costs.

## Evaluation Criteria

Proposals will be evaluated holistically, with emphasis on clarity, feasibility, and alignment. Key criteria include:

- Consultant's ability to provide practical, politically realistic financial advice rather than theoretical software assessments
- Ability to provide forward-looking recommendations that account for evolving agricultural technology and industry adoption realities.
- Strength of proposed approach, including clarity of the proposed engagement strategy, and practicality of implementation
- Relevant experience in the BC agri-food sector
- Feasibility of proposed timeline and budget
- Value for money

## Submission Instructions

- For any questions / inquiries please contact [Abbie Morris](#) and [Lindsay Kelm](#).
- Please submit your proposal in pdf format via email to [abbie@bcwinegrapeindustry.com](mailto:abbie@bcwinegrapeindustry.com) by 17:00 PDT on Friday, April 10, 2026.
- Final decisions will be made by the Advisory Committee in April 2026.