



# Request for Proposals Wine Grape Sector Data Foundations & Implementation Framework

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WINES OF  
BRITISH COLUMBIA



BRITISH COLUMBIA  
GRAPEGROWERS'  
ASSOCIATION



BRITISH COLUMBIA  
WINE GRAPE  
COUNCIL

**BCWA**  
British Columbia Wine Authority



WIGA  
Wine Industry  
Growth Association



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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 BC wine grape industry currently operates within a fragmented data environment, with information distributed across multiple organizations, research initiatives, and operational systems. There is no coordinated framework to standardize, integrate, or govern industry data.

As a result, the sector faces challenges in:

- Consistently defining and tracking key financial, production, and environmental metrics
- Integrating datasets across organizations and systems
- Understanding industry-wide trends and performance

- Supporting evidence-based planning, policy development, and investment decisions
- Establishing confidence and trust in shared industry data

Without a structured and coordinated data approach, the industry has limited ability to respond effectively to climate, production, and market risks, or to align decision-making across stakeholders.

A clear and defensible data foundation is required to improve data accessibility, consistency, and governance, and to enable coordinated, data-informed decision-making across the sector.

## Purpose

The Data Strategy Working Group is seeking proposals from qualified proponents to design and deliver a Data Foundations and Implementation Framework for the BC wine grape industry.

This project will establish a clear understanding of:

- The priority data required to support sector-wide decision-making
- The current data landscape, including key datasets, owners, and systems
- Critical gaps, inefficiencies, and barriers limiting data use and coordination
- Viable models for governance, stewardship, and long-term data system sustainability

Specifically, the project will:

- Engage stakeholders to define decision-driven data requirements
- Conduct a sector-wide data inventory and map data flows across organizations
- Analyze gaps, redundancies, and constraints affecting data accessibility and use
- Identify and assess relevant data practices and benchmarks from comparable jurisdictions
- Develop and evaluate options for coordinated data governance and system architecture
- Assess feasibility, costs, risks, and value of implementation scenarios
- Consider future data growth, storage requirements, and emerging technologies (including AI) to support a system that remains adaptable
- Develop a phased roadmap to guide the implementation of a coordinated data system

The resulting framework must be practical, defensible, and scalable across the diverse structure of the BC wine grape industry, and support long-term data stewardship and sustainability.

Success will be demonstrated through:

- Delivery of a structured Data Needs Framework
- Completion of a Data Inventory and Gap Analysis
- A comparative assessment of data system and governance models
- A clear, actionable implementation roadmap for an industry-aligned data system

This project will run concurrently with the Long-Term Industry Strategy. The successful proponent will coordinate with strategic planning consultants and leverage existing reports and data to ensure alignment of assumptions, integration of findings, and avoidance of duplication.

## Value Proposition

This project represents an opportunity to establish foundational data infrastructure that enables more coordinated, transparent, and evidence-based decision-making across the BC wine grape industry.

By moving from a fragmented data environment to a more structured and aligned system, the sector will be better positioned to:

- Respond to climate, production, and market risks with greater confidence and speed
- Align decision-making across organizations using consistent and trusted information
- Identify and track key indicators of industry performance over time
- Reduce duplication of effort and improve efficiency in data collection and reporting
- Strengthen the credibility of industry data to support policy, investment, and strategic planning

The project will also support stronger collaboration across the sector by establishing clearer roles, expectations, and governance structures for data stewardship.

Success will be demonstrated through delivery of a practical and defensible data strategy that enables ongoing data integration, supports coordinated industry action, and provides a sustainable foundation for long-term monitoring and benchmarking.

## Scope of Work

The successful proponent will complete the following core components and is expected to leverage existing data assets, tools, and platforms where appropriate, and to avoid duplication of work already undertaken by other organizations.

Proponents are encouraged to recommend a phased or streamlined approach that preserves the intent and outcomes while ensuring feasibility within scope and budget.

<b>Component</b>	<b>Objective</b>	<b>Deliverables</b>
Data Needs and Use Assessment	Identify priority data needs across the sector to support decision-making related to climate, production, and market risk.	<ul style="list-style-type: none"> <li>• Data Needs Assessment: Summary of priority data requirements, use cases, and decision contexts across the sector.</li> <li>• Stakeholder Segmentation Framework: Defined user groups for data access and application.</li> </ul>
Data Inventory and System Mapping	Develop a comprehensive understanding of existing data assets, flows, and ownership across the sector.	<ul style="list-style-type: none"> <li>• Data Inventory: Catalogue of existing datasets, including ownership, structure, and accessibility.</li> <li>• Data Ecosystem Map: Visual representation of data flows, systems, and key actors.</li> <li>• Data Accessibility and Quality Assessment.</li> </ul>
Gap Analysis and Benchmarking Framework	Identify critical data gaps, redundancies, and opportunities to align with best practices and benchmarking standards.	<ul style="list-style-type: none"> <li>• Data Gap Analysis: Identification of key gaps, redundancies, and risks.</li> <li>• Benchmarking Framework: Recommended set of practical and adoptable indicators and metrics for ongoing industry tracking.</li> <li>• Best Practices Summary:</li> </ul>

		Insights from comparable jurisdictions or sectors.
Data System Options Analysis and Recommendation	Evaluate viable models for a coordinated industry data system and recommend a preferred path forward based on feasibility, sustainability, and sector alignment.	<ul style="list-style-type: none"> <li>Options Analysis: Clear articulation of 2–4 viable models, including comparative assessment and key risks/trade-offs.</li> <li>Recommended Governance and Operating Model: Justification for preferred approach and conditions for success.</li> </ul>
Implementation Pathway	Define a practical and phased pathway to implement the recommended data strategy.	<ul style="list-style-type: none"> <li>Implementation Roadmap: Phased plan with key milestones, timelines, and responsibilities.</li> <li>Cost, Resource, and Value Assessment: Including indicative ROI or value case.</li> <li>Risk and Mitigation Framework.</li> </ul>

All deliverables must be presentation-ready and suitable for sector-wide circulation.

Through Working Group discussions and industry engagement, several recurring data-related questions have emerged. The questions below illustrate the types of issues the proposed data strategy should enable the sector to address. Proponents are not expected to answer these questions directly, but should demonstrate how their proposed approach would support them.

- What information does the sector require to manage climate, production, and market risk?
- What datasets currently exist and where are they held?
- What data gaps and redundancies exist?
- What prevents data accessibility or sharing?
- What benchmarks should the industry track?
- What governance model supports long-term data stewardship?
- What would it take to build a coordinated or unified data system?
- What governance model would ensure long-term sustainability of shared industry data?

- What operational resources and infrastructure are required to maintain a coordinated data system?

## Stakeholder Engagement

The successful proponent will work collaboratively with:

- The targeted beneficiaries of this data: growers, wineries, industry associations, the Ministry of Agriculture and Food, to include the Business Risk Management Branch and the BC Liquor Distribution Branch.
- WGITF Data Strategy Working Group.
- WGITF Program Delivery Team, other Working Groups and Advisory Committee.
- Boards, staff, and member representatives from the five industry groups that comprise the WGITF.
- External consultants and project teams currently engaged in related initiatives, where appropriate.
- Cross-commodity partners where relevant (e.g., tree fruit).
- Relevant provincial/federal and agricultural support bodies where appropriate.

Engagement must:

- Protect confidentiality of sensitive information
- Be structured and efficient
- Surface needs before “validation” (i.e. engagement must inform the work, not only confirm it)
- Support credibility and transparency to build trust
- Avoid duplication with other active initiatives, to include the Industry’s Long-Term Strategy and leverage work underway where possible.
- Produce findings that are defensible and usable by the Advisory Committee

## Timeline & Location

It is anticipated that this project will commence in April 2026 and run for approximately six months (April – September 2026). The proponent must provide a detailed project schedule as part of the proposal that highlights any possible dependencies on related initiatives and any assumptions regarding availability of parallel project outputs. Engagement sessions may occur virtually and, if required, 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

## Proposal Requirements

Proposals must include:

- Organization profile, relevant experience, project team
- Proposed approach, to include stakeholder engagement approach, and work plan
- Data and information requirements
- Detailed fee proposal
- References

## Evaluation Criteria

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

- Demonstrated understanding of sector-specific data challenges, including data fragmentation, access, governance, and use cases
- Experience developing data strategies, governance frameworks, or data architecture in comparable contexts
- Strength of proposed approach, including clarity of methodology, stakeholder engagement, and practicality of implementation
- Ability to translate complex data systems into clear, actionable recommendations and decision-ready outputs
- Approach to data confidentiality, security, and ethical data use
- Feasibility of proposed timeline and budget and 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 PST on Friday, April 10, 2026.
- Final decisions will be made by the Advisory Committee in April 2026.