



VIRTUAL INDUSTRY UPDATE MEETING SUMMARY

This webinar provided industry members with an update on the progress of the BC Wine Grape Industry Task Force (WGITF), highlighted Year 1 achievements, and introduced the consultants leading the major implementation projects now underway. A central theme throughout the session was collaboration, reducing duplication, and creating practical tools and long-term strategies that will support the BC wine industry well beyond the life of the Task Force.

Year 1 Progress and Impact

The Task Force shared a snapshot of the work completed since its launch and the scale of industry engagement achieved to date.

Key Highlights

- The BC Wine Grape Industry Task Force, funded by the Ministry of Agriculture and Food, brings five primary industry associations together to collaborate on issues of importance through a 16-member Advisory Committee.
 - Six Working Groups are actively guiding project development.
 - 56 Working Group members and more than 60 community participants are engaged in providing input.
 - Seven government liaisons are participating to improve coordination and reduce duplication between industry and government initiatives.
 - A Year 1 Impact Report has been completed and approved by the Investment Agriculture Foundation (IAF) and will be released publicly in the coming weeks.
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WGITF Project Updates

The Task Force explained that all projects fall into two broad categories:

Long-Term Strategic Projects

These projects focus on the future structure and direction of the BC wine industry:

- Long-Term Industry Strategy
- Organizational Alignment Assessment

Practical Industry Tools and Resources

These projects are designed to deliver usable tools and resources for wineries and growers:

- Business Economics
- Climate Resilience
- Data Strategy
- Market Development

It is important to note that the Task Force is a temporary initiative, not a new industry association. All projects are being designed with an exit strategy in mind to ensure the resources and systems created continue to provide value after the Task Force concludes.

PROJECT UPDATES

Organizational Alignment – Landscape & Alignment Assessment

Consultant: Terroir Consulting

Purpose

This project examines how the BC wine industry is currently organized and explores how it could be structured more effectively in the future.

What the Project Will Do

- Review 10–15 comparable wine regions around the world.
- Map the current BC wine industry structure, mandates, and responsibilities.
- Identify organizational gaps and opportunities.
- Develop three future organizational model options for consideration by the Organizational Alignment Working Group.

Industry Engagement

- 12 stakeholder interviews will be conducted.

- Working Group members and the Advisory Committee will provide ongoing feedback throughout the project.

Desired Outcome

A stronger, more coordinated industry structure that supports the future needs of wineries, growers, and industry organizations over the next 30–40 years.

Market Development: BC Wine Interprovincial Market Navigation Project

Consultant: Terroir Consulting

Purpose

Help BC wineries better understand opportunities and barriers related to selling wine across Canada.

Key Activities

- Review all provincial and territorial liquor board systems.
- Conduct interviews with key industry experts across Canada.
- Analyze costs, logistics, regulations, and routes to market.

Deliverables

- Market Intelligence Report
- Resource Catalogue (contacts, policies, links, resources)
- Practical provincial market guides for wineries

Important Clarification

The guides will not be step-by-step export manuals. Instead, they will help wineries assess:

- Whether a market is right for them
- Potential risks and costs
- Market opportunities based on their size, capacity, and goals

Next Steps

- Continue winery and stakeholder interviews.
- Share findings through webinars and industry presentations.

Climate Resilience - BC Wine Grape Research Hub

Consultant: Morgan King

Purpose

Create a centralized and practical system for organizing, prioritizing, and communicating climate resilience research relevant to the BC wine industry.

Major Deliverables

September

- Research Inventory Structure
- Research Prioritization Framework

October

- Updated research inventory covering 2010–2026
- Process for continually updating the inventory using AI-supported approaches

November

- Pilot prioritization process focused on one innovation cluster (for example, water management)

Key Goals

- Reduce duplication of research efforts.
- Ensure future research addresses industry priorities.
- Make research easier to understand and access.
- Establish a sustainable process for keeping information current.

Industry Engagement

Industry members will be invited to:

- Participate in interviews
- Join focus groups
- Help identify research priorities and gaps

Morgan emphasized the importance of connecting researchers and industry so future research investments are more targeted and practical.

Business Economics - Benchmarking Toolkit Project

Consultant: Cascadia Partners

Purpose

Develop a practical benchmarking tool that helps wineries and growers compare operational and financial performance.

Current Focus

The project team is:

- Designing the toolkit structure
- Segmenting businesses by size and type
- Exploring an Excel-based tool with accompanying guidance materials

Key Principles

The toolkit must:

- Be easy to use
- Provide strategic and operational value
- Be updated over time
- Connect with broader industry data initiatives

Industry Engagement

The project team is looking for pilot participants from different business segments to:

- Test the toolkit
- Provide feedback
- Help refine the final product

Timeline

Release is targeted for late October or early November, supported by workshops and webinars.

Data Strategy - Data Foundations & Implementation Framework

Consultant: Cascadia Partners

Purpose

Improve how industry data is collected, managed, shared, and used across organizations.

Challenges Being Addressed

Current issues include:

- Duplicate data collection requests
- Inconsistent data standards
- Difficulties combining data from different sources
- Missed opportunities for data-driven decision-making

Current Work

The team is:

- Mapping the current data landscape.
- Working with industry organizations and government agencies.
- Identifying gaps, inefficiencies, and opportunities.

Desired Outcome

A future-state data system that:

- Reduces reporting burden
- Improves data quality
- Supports better decision-making across the industry

Long-Term Industry Strategy

Consultant: Deloitte

Purpose

Develop a long-term roadmap for the future of the BC wine industry.

Progress to Date

Phase 1 has been completed, including:

- Global and regional market analysis
- Assessment of industry trends
- Review of sustainability, workforce, technology, and consumer trends
- Engagement with all six Working Groups

Strategy Framework

Deloitte is using a strategy development process focused on:

1. Winning Aspiration
2. Where to Play
3. How to Win
4. Required Capabilities & Conditions
5. Systems & Supports

Next Steps

- Strategy design workshop with approximately 30 stakeholders.
- Industry-wide survey to gather broader input.
- Development of governance, accountability, and implementation frameworks.
- Coordination with the Organizational Alignment project to determine how the strategy will be implemented and sustained after the Task Force ends.

Key Takeaways

1. The Task Force Has Moved into Implementation

After spending much of Year 1 establishing governance, priorities, and working groups, the focus has now shifted toward delivering projects, tools, and recommendations.

2. Collaboration Is Central

All projects are being coordinated to reduce duplication, share information, and ensure outputs work together rather than in isolation.

3. Industry Participation Is Critical

Multiple presenters emphasized that interviews, surveys, focus groups, pilot testing, and stakeholder engagement will shape the final outputs. We want to ensure that the project outcomes are applicable to all.

4. Practical Tools Are Coming

Industry members can expect tangible resources in the coming months, including:

- Interprovincial market guides
- Benchmarking and financial tools
- Climate resilience research resources
- Data improvement recommendations

5. Long-Term Sustainability Is a Priority

Every project is being developed with an eye toward what happens after the Task Force concludes, ensuring resources, governance structures, and strategic plans can continue to support the industry into the future.

If you would like to participate in any upcoming project activity or be involved in a working group community, please contact our Program Delivery Team:

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