



BC WINE GRAPE INDUSTRY
TASK FORCE

Year One Impact Summary

Prepared by the BC Wine Grape Industry Task Force

**April 1, 2025 to
March 31, 2026**

ACKNOWLEDGEMENTS

This work would not be possible without the invaluable contributions of the BC Wine Grape Industry Task Force Advisory Committee. Comprising members from five key industry groups—BC Grapegrowers Association (BCGA), Wine Growers British Columbia (WGBC), BC Wine Grape Council (BCWGC), Wine Island Growers Association (WIGA), and the BC Wine Authority (BCWA)—their dedication, expertise, and collaboration has been instrumental in shaping the vision for BC's Task Force for the work of the task force and beyond. We extend our deepest gratitude to all committee members for their hard work and commitment to this process.



The Wine Grape Industry Task Force gratefully acknowledges the financial support from the Province of British Columbia through the Ministry of Agriculture and Food.



EXECUTIVE SUMMARY

BC's wine and grape sector entered 2025 under pressure. Cold events in 2023 and 2024 caused significant damage across vineyards throughout the Okanagan and beyond, compounding longer-term challenges including climate variability, market decline, next-generation consumer trends, and years of industry fragmentation. The BC Wine Grape Industry Task Force was established in April 2025 with funding from the Investment Agriculture Foundation of BC and the BC Ministry of Agriculture and Food to provide the sector with a coordinated, evidence-based response to these compounding challenges.

In Year 1, the Task Force moved rapidly from concept to active collaboration. Six Working Groups were established across Business Economics, Climate Resilience, Data Strategy, Market Development, Organizational Alignment, and Long-Term Strategy, bringing together 56 Working Group members, 16 Advisory Committee members, 60 community participants, and 7 government liaisons from five primary wine and grape associations.

Five Requests for Proposals were published by March 31, 2026. Deloitte was engaged to lead the industry's Long-Term Strategy, and BCAF co-funding of \$49,000 was secured for the Market Development Working Group, leveraging a \$21,000 WGITF contribution. The dual-track model delivering short-term Community of Practice assets alongside longer-horizon research and strategy projects allowed the sector to make tangible progress while laying the groundwork for lasting change.

Year 2 will shift from planning to delivery. Contractors are being selected across all six Working Groups, the Deloitte Long-Term Strategy moves into its Assessment and Alignment phases, and the first project outputs will reach growers and wineries. The Task Force enters Year 2 with stronger relationships, clearer priorities, and a coordinated foundation that the industry will rely on for every future challenge.



BACKGROUND & CONTEXT

The BC wine industry has experienced remarkable growth over the past 30 years. With a growing number of international awards and an increasing global reputation, local wineries have positioned British Columbia as a world-class wine region. This success has translated into meaningful economic impact with the industry generating more than \$3.75 billion¹ 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. The effects of climate change, grapevine disease, and shifting market forces are presenting complex and urgent challenges to the sustainability of viticulture in BC. Without a coordinated, future-focused strategy, the long-term prosperity and resilience of the wine grape ecosystem and the communities it supports could be at risk.

The BC Wine Grape Industry Task Force was formed in April 2025 in response to the significant economic and environmental pressures facing BC's wine and grape sector. Cold events in 2023 and 2024 caused widespread damage to vineyards across the province, while longer-term challenges, including climate variability, shifting consumer preferences, market decline, and industry fragmentation, required a more coordinated, strategic response than the sector had previously been able to achieve.

The Task Force is funded through a partnership between the Investment Agriculture Foundation of BC (IAF) and the BC Ministry of Agriculture and Food, with a total program budget of \$1 million. The Task Force operates under the governance of an Advisory Committee of 16 members drawn from across BC's wine and grape associations, government, and industry. Its core mandate is to stabilize the sector in the near term while building the strategic, data, and organizational foundations needed for long-term resilience and competitiveness.

The Task Force unites leaders from five key industry groups— BC Grapegrowers Association (BCGA), Wine Growers British Columbia (WGBC), BC Wine Grape Council (BCWGC), Wine Island Growers Association (WIGA), and the BC Wine Authority (BCWA)—alongside winery representatives, growers, and strategic stakeholders. Together, the industry is working towards a sustainable future for the sector. At the heart of the Task Force's mission are collaboration, adaptability, and a commitment to transparent communication.

1

Wine Growers British Columbia (2019). British Columbia Wine and Grape Industry Economic Impact 2019 Fact Sheet.

A photograph of two men in a vineyard. The man on the left has dark, wavy hair and a beard, wearing a grey shirt and black suspenders. The man on the right has grey hair and a mustache, wearing a blue polo shirt. They are both looking down at a cluster of green grapevines. In the background, there are more rows of grapevines and a blurred view of a body of water and trees.

We are farmers, growers, winemakers, and stewards of British Columbia's beautiful agricultural land. Rooted in the diversity of our land and our people, we seek to create a vibrant, sustainable wine grape community. Through collaboration and creativity, we aim to build an inclusive and thriving future for BC's wine grape industry.

Our Vision

A prosperous and sustainable BC wine grape ecosystem that nurtures our diverse and thriving agricultural lands, fostering success for generations to come.

Our Mission

The BC Wine Grape Industry Task Force unites a collective of industry experts who strategically drive BC's vibrant wine industry to create and leverage opportunities through investments in people, place and product.

Our Values



Collaboration

We believe in the power of working together and sharing knowledge and resources.



Trust

We act in the best interests of industry and foster a culture of mutual respect.



Transparency

We value honesty and consistently create open lines of communication.



Adaptability

We embrace change to ensure the success and vitality of the industry.

DUAL TRACK IMPLEMENTATION

TWO PARALLEL TRACKS

LONG-TERM STRATEGY

Industry Infrastructure

- Coop Feasibility
- Integrated Data Structure
- Wine Grape Research Hub
- Market Navigation Intelligence
- Industry Alignment & Governance
- Long-Term Strategy Development

COMMUNITY OF PRACTICE

Tangible CoP Assets for
Businesses

- Resource Hubs
- Toolkits
- Modelling & Decision Aid Systems
- Governance Frameworks

IMPACT & OUTCOMES

LONG-TERM INDUSTRY IMPACT

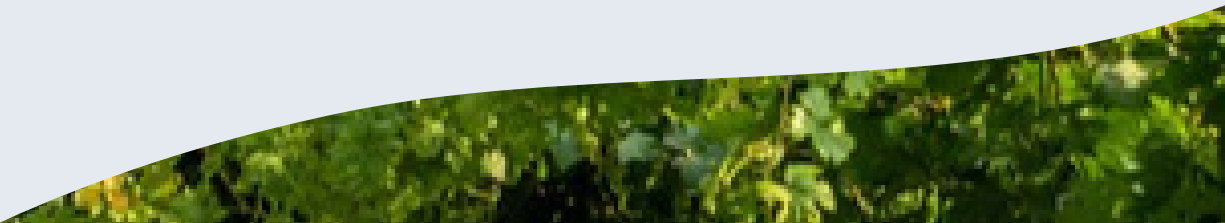
Structural change
for the BC wine
grape industry.

IMMEDIATE SECTOR IMPACT

Immediate tools &
community assets
for business
operations.

CONVERGING OUTCOME EXIT STRATEGY

Sustainable industry
self sufficiency
beyond WGITF
timeline.



TASK FORCE STRUCTURE



WORKING GROUPS BY THE NUMBERS

Working Group	AC Liaison + Members	Focus Areas
Business Economics	Dapinder Gill 8	Financial tools Benchmarks Cost of production
Climate Resilience	Felix Egerer 10	Research coordination Innovation clusters Extension
Data Strategy	TBC 9	Sector data foundations Governance Decision support
Market Development	TBC 9	Interprovincial market intel Producer readiness
Org Alignment	Jeff Guignard 8	Mandate clarity Gap analysis Alignment scenarios
Long-Term Strategy	Vincent Ong 7	10-year industry strategy Deloitte partnership



INDUSTRY COMMUNICATIONS



179 direct newsletter subscribers
100+ BCGA subscribers
1,000 BCWGC subscribers
700 WGBC subscribers
20+ WIGA subscribers



15 news bulletins sent from WGITF

- Avg 49% open rate

10 from BCWGC
13 from WGBC

- Avg 48% open rate



5 Advisory Committee Meetings
36 Working Group Meetings
8 Industry Events Attended
2 Minister Visits Hosted
1 Virtual Town Hall hosted



bcwinegrapeindustry.com saw:
10,000 pageviews
4,800 unique visitors

INDUSTRY IMPACT

“The task force unites a network of leaders working to strengthen B.C.’s wine sector. The vision is a prosperous and sustainable B.C. wine grape ecosystem that ultimately ensures a thriving, agriculture-first industry set up for success for future generations.

- **Kate Durisek, Executive Director, BC Wine Grape Council.**

“The task force is an opportunity to unite our strengths and collectively shape the path forward. Through collaboration, we’re setting the foundation for long-term success and a stronger future for B.C. wine.”

- **Jeff Guignard, CEO, Wine Growers BC**

“Getting a vision like this off the ground takes time and, most importantly, industry engagement to build trust. We had to start with active listening and gathering voices from people willing to dedicate their time and expertise to the task force’s advisory committee. We identified core values early on as collaboration, transparency, trust and adaptability which now guide every aspect of our work.”

- **Abbie Morris, Program Manager, BC Wine Grape Industry Task Force**

PROGRESS REPORT

(as of March 31, 2026)

 Working Group	 Project	 Progress	 Status
Business Economics	Business Modelling & Benchmarking Toolkit	RFP shortlisted and set to be awarded early May	In Progress
	On-Farm Technology & Efficiency ROI	Not yet actioned.	In Waiting
	Cooperative Feasibility Assessment	Long-Term Strategy.	In Waiting
Climate Resilience	Wine Grape Research Hub	RFP shortlisted and set to be awarded early May	In Progress
	Clean Plant Material Standards Scan	Not yet actioned.	In Waiting
	Digital Learning & Extension Initiative	Not yet actioned.	In Waiting
Data Strategy	Wine Grape Sector Data Foundations	RFP shortlisted and set to be awarded early May	In Progress
	Decision Aid Platform Strategic Options	Working with CCLSP on RFP.	In Development
	Sector Reporting & Data Utilization	Not yet actioned.	In Waiting
Market Development	Interprovincial Market Intelligence	Approved for BCAFE Funding in partnership with WGBC	In Progress
	Producer Market Navigation Assets	Approved for BCAFE Funding in partnership with WGBC	In Progress
	Market Intelligence to Align Offerings	Not yet actioned.	In Waiting
Organizational Alignment	Organizational Landscape & Alignment	RFP shortlisted and set to be awarded early May	In Progress
Long-Term Industry Strategy	10-Year Industry Strategy	Contract Awarded. Initial phase research beginning.	In Progress

BUSINESS ECONOMICS

Members: 8

AC Liaison: Dapinder Gill

Gov Liaison: Angela Boss

Progress:

- WG established with cross-sector representation (growers, wineries, academia, professional services)
- Three project concepts endorsed: Financial Benchmarking Toolkit (\$30K), On Farm Tech ROI (\$25K), Cooperative Feasibility (\$15K)
- RFP published March 27, 2026 for Benchmarking Toolkit (closes April 10)
- Budget: \$70,000 total across all three projects

Next Steps:

- Contractor selection April 2026; project runs April to September 2026
- Business Insights Report delivered as input to Deloitte LTS Environmental Scan
- Toolkit pilot and industry launch targeted for October/November 2026

BE Strategic Priorities: bcwinegrapeindustry.com

CLIMATE RESILIENCE

Members: 10

AC Liaison: Felix Egerer

Gov Liaison: Lindsay Hainstock

Progress:

- Largest WG with 10 members, including federal/provincial government
- Three project concepts: Research Hub (\$35K), Clean Plant Materials Scan (\$10K), Digital Learning (\$25K)
- RFP published March 27 for Research Hub (AI-enabled research inventory and prioritization framework)
- Budget: \$70,000 total

Next Steps:

- Contractor by May 2026; inventory, framework, and pilot by June 2026
- Pilot results presented to BCWGC R&D Committee June 18, 2026

CR Strategic Priorities: bcwinegrapeindustry.com





DATA STRATEGY

Members: 9

AC Liaison: TBC

Gov Liaison: Jessica Schafer

Progress:

- Linkages with BC DAS and CCLSP identified to avoid duplication
- Two project concepts in RFP
- Budget: \$55,000 total

Next Steps:

- Contractors by May 2026; Data Foundations by September 2026; DSS Options by July 2026
- Coordination with Deloitte and existing data from BCWGC, BCWA, Ministry, LDB

DS Strategic Priorities: bcwinegrapeindustry.com

MARKET DEVELOPMENT

Members: 9

AC Liaison: TBC

Gov Liaisons: Barbara Philip MW; Mica Munro

Progress:

- BCAFÉ funding secured: \$70,000 total (\$21,000 WGIF / \$49,000 BCAFÉ)
- Terroir Consulting confirmed as contractor; Wine Growers BC as administrator
- Part A: Interprovincial Market Intelligence; Part B: Producer CoP Assets
- Tourism and Market Alignment project at concept stage
- Budget: \$41,000 WGIF contribution across all three projects

Next Steps:

- Part A interim brief June 2026; final report September 2026
- Part B guides June 2026; webinar and materials October 2026

MD Strategic Priorities: bcwinegrapeindustry.com

ORGANIZATIONAL ALIGNMENT

Members: 8

AC Liaison: Jeff Guignard

Gov Liaison: Erin McEwan

Progress:

- All five industry associations represented plus BC Fruitgrowers and Cross-Commodity Project
- One project: Organizational Landscape and Alignment Assessment (\$35K)
- RFP published March 27 covering needs assessment, inventory, gap analysis, benchmarking, scenarios
- Coordination with CCLSP and LTS governance work

Next Steps:

- Contractor by May 2026; project runs April to July 2026
- Final report informs LTS governance and accountability framework

OA Strategic Priorities: bcwinegrapeindustry.com

LONG-TERM INDUSTRY STRATEGY

Members: 10

AC Liaison: Vincent Ong

Gov Liaison: Willow Minaker

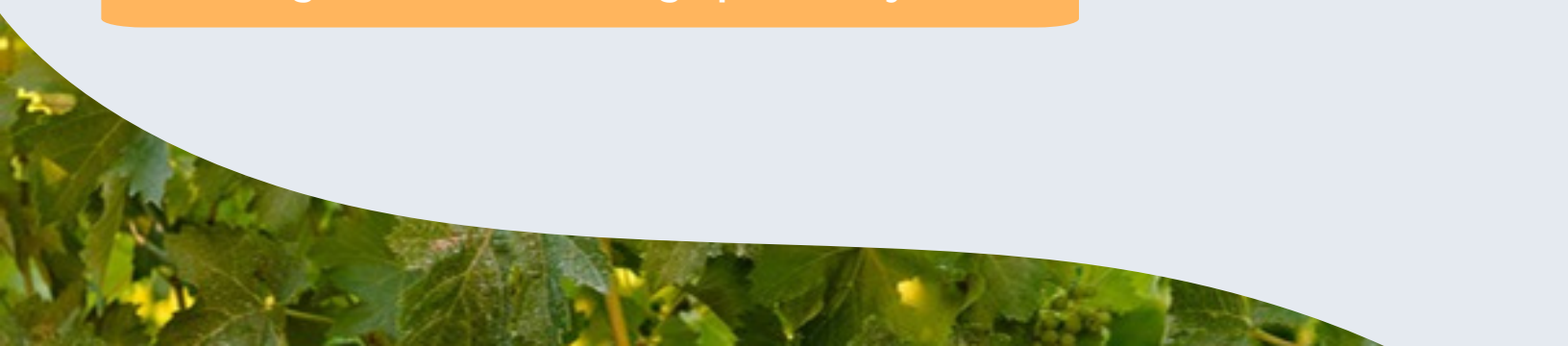
Progress:

- Deloitte engaged in February 2026 following Advisory Committee vote on January 28 (3 to 1)
- Team of 10 across project leadership, advisory, economic analysis, strategy
- Phase 1 (Plan and Initiate) underway: charter, launch meeting, consultation planning
- Budget: \$150,000 (negotiated within \$175K cap)

Key Phases:

- Phase 1: Plan and Initiate (Dec 2025 to Mar 2026)
- Phase 2: Assess (Apr to Jun 2026)
- Phase 3: Align (Jul to Dec 2026)
- Phase 4: Enable (Jan to Mar 2027)

LTS Strategic Priorities: bcwinegrapeindustry.com



SUCCESSES & OPPORTUNITIES

KEY SUCCESSSES

- Cross-sector collaboration: 6 Working Groups, 51 members from across the industry
- Industry unity: five associations working through a single coordinated structure
- Collaboration with CCLSP
- Deloitte engaged for a credible, industry-endorsed Long-Term Strategy
- BCAFE co-funding secured (\$49K leveraged from \$21K WGITF contribution)
- Moved from concept to five published RFPs within 12 months
- Dual-track model delivering short-term CoP assets alongside longer-term projects

KEY CHALLENGES

- Volunteer capacity and competing priorities
- Timeline coordination across six working groups
- Data fragmentation and lack of baseline insights
- Communications reach and uneven industry engagement

LESSONS LEARNED

- Clear governance frameworks accelerate decision-making
- Early cross-working group alignment is critical
- Structured project intake and readiness improves outcomes
- Dedicated coordination capacity is essential
- Proactive, multi-channel communications are required

LOOKING TO YEAR TWO

Prioritize High-Impact, Cross-WG Projects

Focus funding and resources on initiatives that deliver industry-wide value and integrate across multiple WGs (e.g., data infrastructure, extension services).

Formalize Cross-WG Integration Mechanisms

Establish structured checkpoints and joint working sessions to align priorities, share insights, and reduce duplication.

Strengthen Industry Engagement & Feedback Loops

Expand outreach through town halls, field engagement, and digital channels to ensure broader representation and real-time feedback.

Enhance Project Development Support

Provide WGs with tools, templates, and advisory support to bring project concepts to a higher level of readiness before AC review.

Maintain Flexible, Prioritization-Based Funding Model

Continue using a rolling intake and quarterly prioritization approach to allocate funds to the most strategic and ready initiatives.

Address Capacity Through Targeted Resourcing

Continue to recruit for gaps in the task force working groups or communities.



**BC WINE GRAPE INDUSTRY
TASK FORCE**



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