### Progress & Future Priorities

**VQA Ontario** - Supporting 15 years of Ontario wine industry growth

<table>
<thead>
<tr>
<th>Core VQA focus areas</th>
<th>Managing the appellation system to ensure consumers have trust in VQA wines and wineries value participation</th>
<th>Promoting a culture of quality to encourage the production and promotion of quality wines of origin</th>
<th>Providing tools to communicate the value of origin and build confidence and value in VQA and its appellations</th>
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| **Progress made during VQA Ontario’s first 15 years** | • Regulated appellation and sub-appellation systems are firmly established  
• The number of regulated appellations has increased from 4 to 17  
• Regulations have been modernized in response to industry feedback and a changing marketplace  
• The number of VQA wines on the market has doubled  
• VQA wine sales have increased by over 50%  
• VQA Ontario is positioned as a trusted authority on wines of origin  
• VQA is globally recognized as the standard for Canadian wines of origin  
• Administrative processes have been automated, made easier to use and fees have been reduced making the system more accessible | • Over 85% of VQA wineries agree VQA Ontario plays an important role in protecting the reputation of Ontario’s wines and wine regions  
• A national definition of Icewine based on VQA quality standards has been adopted across Canada, and in treaties with Europe and 8 other wine producing countries, opening new markets to VQA Icewine  
• VQA is now recognized by Europe as a quality wine standard acceptable in its markets  
• Winemakers Forums encourage the sharing of experience and best practices throughout the province  
• An industry-wide benchmarking program is in place, helping wineries to assess and improve their quality performance  
• The success rate of VQA wine approval submissions has improved from 80% to 97% supported by educating members about the tasting panel process | • VQA Ontario supports industry marketing programs with funding and content.  
• Simplified messaging about VQA has been created to assist wineries, supported by the Taste the Place tagline.  
• Ontario consumers have become more aware of VQA to a point where 73% now say they know something about VQA and at least one of the VQA appellations (comparable to their awareness of major global wine regions)  
• The value associated with appellations and sub-appellations has become tangible. For example, wines labeled VQA Ontario retail for an average of $15 per bottle, wines labeled VQA Niagara Peninsula for $20 and wines labeled with a sub-appellation for $26  
• VQA labelling rules have been updated to increase the focus on appellation  
• VQA wines can now be purchased at farmers’ markets across the province, a key channel for communicating the value of origin message to the consumer |
| **Future priorities** | • Continue to evolve the regulatory framework to remain relevant to consumers and reflect innovation in the industry  
• Build consumer and industry confidence based on a fair and transparent certification process | • Develop opportunities to work closely with the industry to facilitate quality outcomes  
• Implement a field trip program to familiarize wineries with the sensory and chemical testing processes and how to improve success rates  
• Create a structured orientation program for new wineries and winemakers | • Build relevant fact-based data on appellations through research on viticulture, winemaking practices and wine character  
• Continue to raise awareness of VQA appellations and sub-appellations, and the added value of origin and authenticity  
• Facilitate an industry-wide VQA Ambassador Program |