

WHERE WE ARE AT

THE WINE ECOSYSTEM



THE PROBLEM

1995 — 1,800 WINERIES

2017 — 9,200 WINERIES

3,000 DISTRIBUTORS

1,200 DISTRIBUTORS

2030 PLAN

01 SCOPING PROJECT

Industry survey & town hall meetings.

02 WINE BC 2030 WEBSITE

Blog posts, project updates.

03 WORKING GROUPS

Input from industry specialists.

04 INDUSTRY WEBINAR

Online industry-wide update.

05 TOWN HALL MEETINGS

Open forum discussions in 7 locations.

06 STAKEHOLDER INTERVIEWS

In-depth conversations with industry leaders.

WHAT IT TOOK

30 MEETINGS

650+ PARTICIPANTS

12 LOCATIONS

4,000 KM TRAVELED IN BC

1,200 MINUTES OF PHONE CALLS

WHAT WE LEARNED



STRENGTHS

Pristine beauty, agri-tourism, rich diversity, "buy local" culture; sustainability, people (quietly proud, approachable), and scarcity.



WEAKNESSES

Limited supply, high production costs and low return, tourism access, limited infrastructure and labour, and complicated industry structure.



OPPORTUNITIES

Consistent messaging, grow price and profitability, new market access, education, channel participation and collaboration, and build four-season tourism.



THREATS

Climate change, crop failure, land value inflation, decreasing talent pool, competition from imports and the cannabis industry.

WHERE WE ARE HEADED

WINE
BC
2030

HEALTHY GROWTH

Production in line with demand

NEW CUSTOMERS

Own your own market

INCREASE PROFITABILITY

Economic stability

COORDINATE EFFORTS

Align shared priorities

VIBRANT FUTURE

For next generation farmers and winemakers

STRONGER INDUSTRY SUPPORT

Internal and external partners



HOW WE GET THERE

STRATEGIC VISION

British Columbia transcends the "new" and "old" worlds — recognized for diversity in its elevated wines, super natural terroir, extreme beauty, and dedicated people.

STRATEGIC PILLARS

01 BUILDING BRAND BC

02 FOSTERING UNITY & COMMUNITY



03 ADVANCING SUSTAINABILITY

04 EXECUTIONAL EXCELLENCE

05 CELEBRATING DIVERSITY

STRATEGIC RECOMMENDATIONS



01

Build a world-class brand for "Wines of British Columbia"

07

Commit to an industry-wide sustainability standard

02

Increase demand for 100% BC wines at higher prices

08

Positioning BC as a premier wine region with the trade

03

Improve access to industry data and streamline reporting

09

Build brand BC in leading export markets

04

Strengthen wine industry leadership

10

Make BC Wine Country a benchmark for wine tourism

05

Increase value of BC wine through certification of origin

11

Align government advocacy efforts

06

Champion development of new sub-appellations

12

Conduct on-going trade and consumer research

BCWI ANNUAL OPERATIONS PLAN



SET TARGETS AGAINST STRATEGIC GOALS

ALLOCATE BUDGET & STAFF

ACTION OPERATIONS PLAN

MEASURE SPECIFIC TARGETS