



WINES OF
BRITISH COLUMBIA

WINE BC 2030

WHERE WE ARE AT

THE WINE ECOSYSTEM



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



- 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

