

## CRAFTED IN BC

# INFORMATION FOR GOVERNMENT

## Sustaining BC's Wine Industry Through Adversity

### OVERVIEW

The 2024 vintage has presented significant challenges for BC wineries, and the "Crafted in BC" positioning is a response to these challenges. Supported by the BC provincial government, this temporary measure allows the use of out-of-province grapes while maintaining the high standards of BC wine craftsmanship and quality. It is important to note that most BC wineries still have plenty of 100% BC wines to sell – whether from the 2024 vintage, or from past vintages that are just hitting the market. 100% BC wine and "Crafted in BC" positioned wines will coexist in the market. This document explains how the positioning helps sustain the industry and protect jobs.

### KEY MESSAGES

#### Economic Contribution

BC wineries contribute \$3.75 billion annually to the provincial economy.

#### Operational Continuity

The positioning ensures wineries remain operational and skillful employees are retained.

#### Industry Remains Strongly Committed to Transparency

along the way, with a phased return to 100% BC-grown grape production.

### WHAT GOVERNMENT STAKEHOLDERS CAN DO

#### Advocate for Transparency

Support positioning that emphasizes consumer trust and industry integrity.

#### Monitor Progress

Ensure compliance with regulations and the long-term vision for BC wine production.

#### Support Recovery

Promote funding and programs to help vineyards recover from crop losses.

### RESOURCES AVAILABLE

Detailed [industry reports and economic impact studies](#).

Progress updates from Wine Growers BC.