



Grape Growers
of ONTARIO

*61st Annual Report & Financial Statements
for the year ending January 31st, 2009*

VISION

To have Ontario grown grape products demanded worldwide.

MISSION

To achieve sustainable growth and profitability by creating an improved environment for Ontario grown grape products.

VALUES

Accountability

We are accountable to the grape growers for decisions made and for the rationale upon which these decisions are made.

Innovation

We support innovation through research, new technology and continuous improvement of services provided to the grape growers.

Quality

We promote quality by developing and setting standards for vineyard management for the grape growers.

Respect

We understand the value of people to our organization's success. As such, we trust, respect and value the opinions of all employees and grape growers.

Responsiveness

We are responsive to the needs of the grape growers in a timely manner so that they are supported in their activities which improve their livelihood and economic health.

Service

We exist to serve grape growers by providing them with current, informative and supportive services in order to maintain and grow the industry in Ontario.

We strive to make clear the true value of our business and promote strong relationships that are crucial to making this industry grow and thrive in a healthy marketplace.

2008-09 Board of Directors



Back row (left to right): Kevin Watson, Bart Huisman, Steve Pohorly, Steve Fernick, Matthias Oppenlaender and Jim Morrison. Front row (left to right): Doug Hernder, Bill George Jr. and Debbie Zimmerman

Chair

Bill George Jr.

Vice Chair

Doug Hernder

C.E.O.

Debbie Zimmerman

Directors

Steve Fernick
Bart Huisman
Jim Morrison
Matthias Oppenlaender
Steve Pohorly
Kevin Watson

Growers' Delegates

Niagara Peninsula Fruit and Vegetable Growers' Association

Steve Pohorly

Ontario Fruit and Vegetable Growers' Association

Ray Duc

Ontario Federation of Agriculture

Steve Fernick

Canadian Horticultural Council

Bill George Jr.

Niagara Grape and Wine Festival

Doug Hernder

St. Catharines and District Chamber of Commerce

Bart Huisman

Niagara-on-the-Lake Chamber of Commerce

Doug Hernder

Wine Grape Negotiating Agency

Bill George Jr., Doug Hernder, Matthias Oppenlaender, Kevin Watson

Juice Grape Negotiating Agency

Bill George Jr., Steve Fernick, Bart Huisman, Jim Morrison

F.A.R.M.S

Bart Huisman



Message from your Board Chair

2008 will be remembered as a year of challenges for the Grape Growers of Ontario.

The season started out promising with warm temperatures and soil moisture near normal. Conditions changed as summer brought higher than normal temperatures combined with considerable rainfall leading to disease pressure. A cool, wet fall followed causing delay in maturation of the grapes which extended the harvest to the end of November. Despite the difficult growing conditions, we realized a crop of 60,780 tonnes with a farm gate value of \$ 79.5 million.

This was the first year of negotiating prices following the expiration of the 3-year pricing agreement of 2005. Negotiations proved to be a challenge with no agreement reached during two difficult negotiating sessions in July and again in October. The 2008 prices were determined by an arbitrator in late October with the GGO's final offer being accepted. The GGO's position was to increase the prices of grapes in demand and slightly reduce the prices of grape varieties where an oversupply was anticipated.

In late October 2008, the Province of Ontario agreed to a \$4 million funding

for a Grape and Wine Industry Stabilization and Restructuring Strategy which provided one-time financial assistance during the 2008 harvest to eligible producers of uncontracted grapes. The more significant portion of the Agreement is to develop a strategy to benefit the entire grape and wine industry for a stronger future.



It remains critical for the health of the industry that all growers ensure they have a contract for grapes prior to planting.

The Board has been working with our partners on initiatives through the development of the Ontario Grape and Wine Research Inc. and other programs to grow the Ontario grape industry.

In September, Lou Puglisi was crowned Grape King for the 2008-09 year. Lou is a great ambassador for the grape growing community as he enthusiastically embraces the belief that great wines begin in the vineyard and that our Ontario industry has evolved into a world-class, wine-producing region. We thank Kevin Watson for serving as last year's Grape King.

Kathy Sirotnik has chosen to pursue a career change and has taken a position in policy with the Ministry of Health. On behalf of the Board, I would like to express my appreciation to Kathy for her 5 years of dedicated service to the GGO.

Thank you to the Board of Directors for their continued support and commitment to the grape growers of Ontario. I also extend my appreciation to the staff of the Grape Growers of Ontario for their efforts on behalf of our members.

Bill George Jr., Board Chair
Grape Growers of Ontario

 **Grape Growers**
of ONTARIO



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A Message from the Honourable Leona Dombrowsky, Minister

On behalf of the Ontario Ministry of Agriculture, Food and Rural Affairs, I would like to extend greetings to the members of the Grape Growers of Ontario.

Your efforts over the past 25 years in making the transition to high quality vinifera grapes have established a new level of quality in Ontario's grape and wine sector. You can be proud of the fact that consumers continue to respond to what Ontario wineries have to offer as demonstrated by strong sales figures in 2008.

This past year, however, a number of growers faced a substantial challenge related to uncontracted grapes. The Ontario government was pleased to provide one-time funding to help address that challenge. While the sector faces several challenges, I believe they can be overcome by working together. I encourage you to work closely with the Wine Council of Ontario for the benefit of the industry.

Despite the difficult economic situation we collectively face in 2009, Ontario's grape and wine industry still shows much potential for ongoing success. I am very optimistic that your hard work will result in a new foundation being built, making it possible for all to benefit from a renewed phase of growth in the industry. The ever-improving quality of grapes grown by our province's skilled grape growers will be a vital element of that renewal.

Please accept my best wishes for 2009!

Sincerely,

A handwritten signature in black ink that reads "Leona Dombrowsky". The signature is written in a cursive style with a large, flowing "L" and "D".

Leona Dombrowsky
Ministry of Agriculture, Food and Rural Affairs



Jim Bradley, M.P.P.

St. Catharines

Greetings from the Honourable Jim Bradley, MPP Chair, Ontario Wine Secretariat

February 2009

As the Member of Provincial Parliament for St. Catharines, and Chair of the Ontario Wine Secretariat, I am pleased to extend greetings and best wishes to all members of the Grape Growers of Ontario.

Through the Ontario Wine Secretariat, the Government of Ontario has been working in partnership with the Grape Growers of Ontario to promote the many outstanding wines that are produced from grapes grown in our province's wine regions.

I recognize and salute your important economic and cultural contributions to local communities across the province, and to the province as a whole.

The grape and wine industry has made great progress over the past several decades. You have impressed the wine world with a rapid ascent in quality output and international recognition. This success is a reflection of the time, effort and energy that has gone into making Ontario wines the toast of the world.

As you begin another growing season, I would like to take this opportunity to extend to you my personal compliments and sincere appreciation for your hard work and commitment to producing quality wines, and for showcasing them to Ontarians and visitors to our province alike.

With very best wishes for continued success in 2009, I am

Yours sincerely,

A handwritten signature in black ink that reads "Jim Bradley".

Jim Bradley, MPP
Chair, Ontario Wine Secretariat



Message from your CEO

As I reflect on 2008, this has been both a rewarding and a difficult year for the grape industry. Growing the grape and wine sector remains a priority for the Grape Growers of Ontario. It is critical that we continue to work with all of our industry partners to increase market access, to own our Ontario market, to produce varieties and quality of grapes that are needed by our wineries and at prices that will allow our growers to be part of a vibrant industry into the future.

The GGO was honoured to receive the Premier's Award for Agri-Food Innovation Excellence for the Vitis program which is the first web-based vine management system tool combining geographical information and global positioning systems for any commodity board in Canada.

While pricing negotiations, arbitration and the Grape and Wine Industry Stabilization and Restructuring Strategy/Harvest Program have been the primary focus of the GGO this year, we also continue to build Provincial and Federal government relations. The Scotiabank Luncheon with guest Don Cherry was again successful and we appreciate the joint sponsorship with Friends of the Greenbelt and Scotiabank.

We thank the Province of Ontario for recognizing the need to support and

influence change in the way the grape and wine industry conducts business so that we have a vibrant industry in the future. The \$4 million Grape and Wine Industry Stabilization and Restructuring Strategy included two components. The first was the Harvest Program which allowed the GGO to purchase approximately 2300 tonnes of eligible un-contracted grapes from 79 growers. The second component is the Structural Change Strategy to create a common vision and strategy for Ontario's grape and wine sector. The GGO and Wine Council have met 4 times between December and the end of January to discuss industry issues and the GGO remains focused on growth of the Ontario industry and creating an environment that allows both wineries and growers to prosper. We remain hopeful that the Structural Change negotiations will yield favourable results for the industry.

A governance review is underway to make changes to the Grower Committee and Board structure which will reflect the needs of our members and recognize the diverse grape growing regions. Any changes require Farm Products Marketing Commission and Ministerial approval and while this cannot be accomplished prior to this year's annual meeting, they remain a priority for the coming year.

I extend my appreciation to the Board for their support of the initiatives that have been undertaken to benefit Ontario grape growers. I also thank staff for their ongoing dedication and their work on behalf of all growers.

Debbie Zimmerman, CEO
Grape Growers of Ontario



Scotiabank Celebrity Luncheon,
Don Cherry & Ray Duc

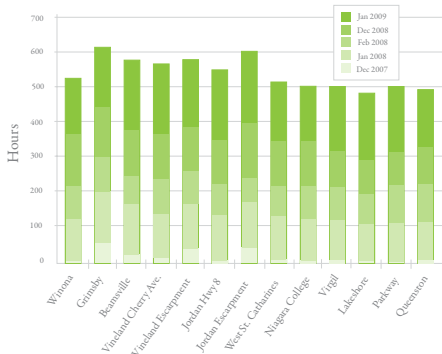


2008 Weather Report



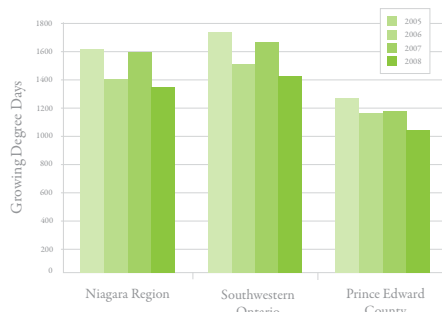
After a warmer-than-normal December of 2007 in the Niagara region, most of the harvesting for the 2007/2008 icewine season took place in January and February 2008. As spring approached, growers raced back into the fields, as above-normal temperatures marked the beginning of the 2008 growing season. However, the rest of the growing season did not follow this trend. Most areas only experienced near-normal daily temperatures, with mainly cooler-than-normal daily minimums.

Monthly Comparison of Icewine Hours Between -8°C and -12°C



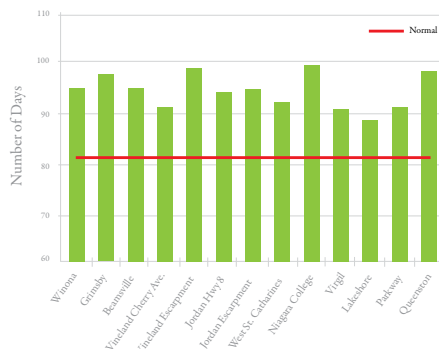
The summer of 2008 is being remembered for its rainfall; however, not truly because an extreme amount of precipitation fell throughout the entire growing season. Although it may have seemed like an extremely wet year, only June and July had above-normal precipitation at most locations in Niagara. Nevertheless, the number of days with rain during the growing season

Seasonal Accumulation of Base 10°C GDD (April 1 - October 31)



was above-normal in 2008. Increased cloud cover, frequent and often intense rainfall events were a regular occurrence in the Niagara region. Consequently, leaves remained wet more often, resulting in increased disease pressure at some locations. In addition, most areas experienced hailstorms at least once in 2008, with varying levels of intensity, and thus, varying damage to crops. While Prince Edward County experienced similar above-

Number of Days with Rain (April 1 - October 31, 2008)



normal rainfall conditions in 2008, Southwestern Ontario experienced less rainfall than in the previous two years.

Comparing Seasonal Rainfall Accumulation (April 1 - October 31)



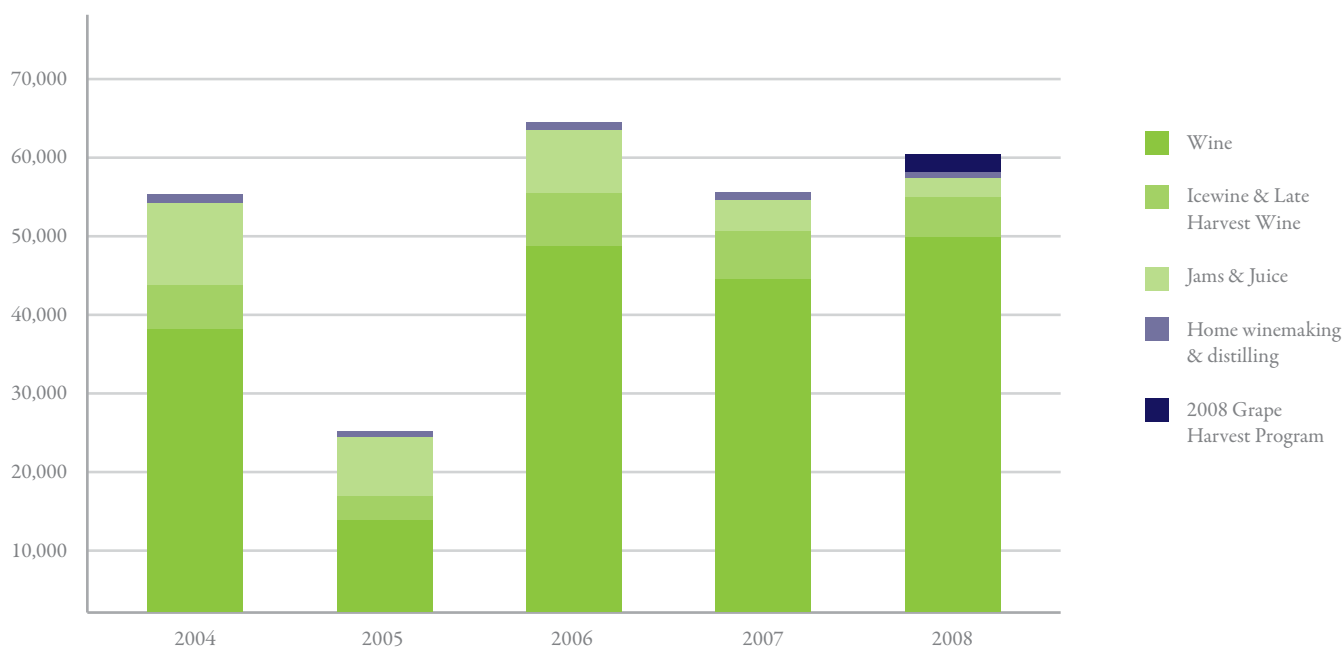
Growing degree days were lacking during the fall months, due to the occurrence of a number of cooler weeks. These conditions challenged some growers during the harvest season. All three grape growing regions experienced less accumulated growing degree days in 2008 than in the previous 3 years. Finally, as December approached, temperatures dropped below-normal, enabling numerous opportunities for the icewine harvest. Consequently, the 2008/2009 icewine season got off to a great start, with a large quantity of grapes being harvested already in December. Hence, with the majority of grapes being harvested in January 2008, February 2008 and December 2008, one could consider this to have been the year of two icewine harvests!



Production

TABLE I presents the production and disposition of grapes from 2004 through 2008. Grapes purchased by licensed processors for juice, wine, icewine and late harvest wine equaled 60,780 tonnes. Overall production was up 4,465 tonnes from the previous year.

TABLE 1 – Tonnage processed by Category (in tonnes)



Processing Prices

Minimum prices for Classes 4 – 10e including late harvest and icewine were settled by arbitration on October 28, 2008. Classes 1, 2 and 3 were set through negotiations on August 19, 2008.

Grapes left on the vine for select late harvest or icewine production:

Bonus of 25% based on the price of normal harvest grapes of the same variety at the appropriate sugar level determined by samples taken at regular harvest time.

Late harvest juice at 26° Brix	\$4.58 per litre
Vidal icewine juice at 35° Brix	\$15.76 per litre
All vinifera icewine juice at 35° Brix	\$24.16 per litre

The minimum price established for each class of grapes sold for processing in 2008 is shown in TABLE II with the 2007 price listed.

TABLE II – Processing Prices for Grapes (\$ per tonne)

Class	Variety	2007	2008
1	Concord, Fredonia, Patricia, President, Suffolk Red and Van Buren	\$330	\$410
2	Niagara and Wiley White	\$315	\$405
3	Delaware, Elvira, Himrod, Sovereign Coronation, Veeblanc and Veepport	\$499	\$510
5	De Chaunac and Rosette	\$646	\$659
5a	Leon Millot and Marechal Foch	\$788	\$788
5b	Baco Noir, Castel, Chambourcin, Chancellor, GR7, Le Commandant and Villard Noir	\$851	\$860
5c	Experimental Red Hybrid, Frontenac, Landot, Lucy Kuhlman and Red Amourensis	\$630	\$643
6	New York Muscat and V64111	\$510	\$520
7	Aurore, Cayuga White, J.S. 23-416 and S.V. 23-512	\$483	\$483
7a	Seyval Blanc and Vidal	\$583	\$600
7b	Geisenheim hybrids, GM 311, GM 318 and GM 322	\$510	\$510
7c	Experimental White Hybrid, Traminette, V65232 and White Amourensis	\$447	\$447
9	J. Riesling	\$1,471	\$1,471
9a	Auxerrois, Kerner, Scheurebe and Welsch Riesling	\$1,229	\$1,229
9b	Chardonnay Musque and Chardonnay	\$1,524	\$1,509
9c	Gewürztraminer	\$1,639	\$1,639
9d	Pinot Gris	\$1,639	\$1,672
9e	Sauvignon Blanc	\$1,639	\$1,655
9f	Aligote, Alsace Muscat, Chenin Blanc, Experimental White Vinifera, Melon de Bourgogne, Morio Muscat, Muscat Ottonel, Pinot Blanc, Riesling Traminer, Savignin, Semillon and Viognier	\$1,292	\$1,292
10	Gamay and Zweigeltrebe	\$1,381	\$1,395
10a	Pinot Noir	\$2,101	\$2,101
10b	Cabernet Sauvignon	\$2,080	\$2,038
10c	Cabernet Franc	\$1,786	\$1,822
10d	Merlot	\$2,101	\$2,059
10e	Sirah, Shiraz and Syrah	\$2,101	\$2,143
10f	Dornfelder, Experimental Red Vinifera, Limberger, Malbec, Nebbiolo, Petite Sirah, Petit Verdot, Pinot Meunier, Sangiovese and St. Laurent	\$1,366	\$1,366
	Distilling	\$125	\$125
	Sherry	\$300	\$300

Value of Crop Purchased

TABLE III – Farm Gate Value of Grapes Sold for Processing

	2004	2005	2006	2007	2008
Gross Farm Gate Value (\$'000)	50,029	22,700	68,533	74,936	79,520

Licence Fees

In the aggregate, licence fees for the 2008-2009 fiscal year represent approximately 1.5% of the total farm gate value of the crop. This compares to the 2007-2008 fiscal year in which licence fees represented approximately 1.8% of the crop value.

TABLE IV – Licence Fees per Tonne by Class and Variety (including R & D fee of \$2.05)

Class	Variety	2007	*2008
1	Concord, Fredonia, Patricia, President, Suffolk Red and Van Buren	\$10.00	\$10.00
2	Niagara and Wiley White	\$10.00	\$10.00
3	Delaware, Elvira, Himrod, Sovereign Coronation, Veeblanc and Veeport	\$10.00	\$10.00
5	De Chaunac and Rosette	\$17.45	\$15.65
5a	Leon Millot and Marechal Foch	\$19.30	\$16.95
5b	Baco Noir, Castel, Chambourcin, Chancellor, GR7, Le Commandant and Villard Noir	\$20.15	\$17.65
5c	Experimental Red Hybrid, Frontenac, Landot, Lucy Kuhlman and Red Amourensis	\$17.25	\$15.50
6	New York Muscat and V64111	\$15.70	\$14.25
7	Aurore, Cayuga White, J.S. 23-416 and S.V. 23-512	\$15.35	\$13.90
7a	Seyval Blanc and Vidal	\$16.65	\$15.05
7b	Geisenheim hybrids, GM 311, GM 318 and GM 322	\$15.70	\$14.15
7c	Experimental White Hybrid, Traminette, V65232 and White Amourensis	\$14.90	\$13.55
9	J. Riesling	\$28.20	\$23.80
9a	Auxerrois, Kerner, Scheurebe and Welsch Riesling	\$25.05	\$21.35
9b	Chardonnay Musque and Chardonnay	\$28.90	\$24.15
9c	Gewürztraminer	\$30.40	\$25.45
9d	Pinot Gris	\$30.40	\$25.80
9e	Sauvignon Blanc	\$30.40	\$25.60
9f	Aligote, Alsace Muscat, Chenin Blanc, Experimental White Vinifera, Gruner Veltliner, Italian Muscat, Melon de Bourgogne, Morio Muscat, Muscat Ottonel, Muscat Petit Le Grain, Pinot Blanc, Riesling Traminer, Savignin, Semillon and Viognier	\$25.85	\$22.00
10	Gamay and Zweigeltrebe	\$27.00	\$23.00
10a	Pinot Noir	\$36.40	\$30.10
10b	Cabernet Sauvignon	\$36.10	\$29.45
10c	Cabernet Franc	\$32.30	\$27.30
10d	Merlot	\$36.40	\$29.65
10e	Sirah, Shiraz and Syrah	\$36.40	\$30.50
10f	Blauburger, Dornfelder, Experimental Red Vinifera, Limberger, Malbec, Nebbiolo, Petite Sirah, Petit Verdot, Pinot Meunier, Sangiovese, St. Laurent, Tannat and Tempranillo	\$26.85	\$22.75
	Distilling	\$5.50	\$5.50
	Sherry	\$7.75	\$7.75

*In 2008, board fees decreased by an average of 8% on wine grapes.

Production of Processed Grapes by Variety

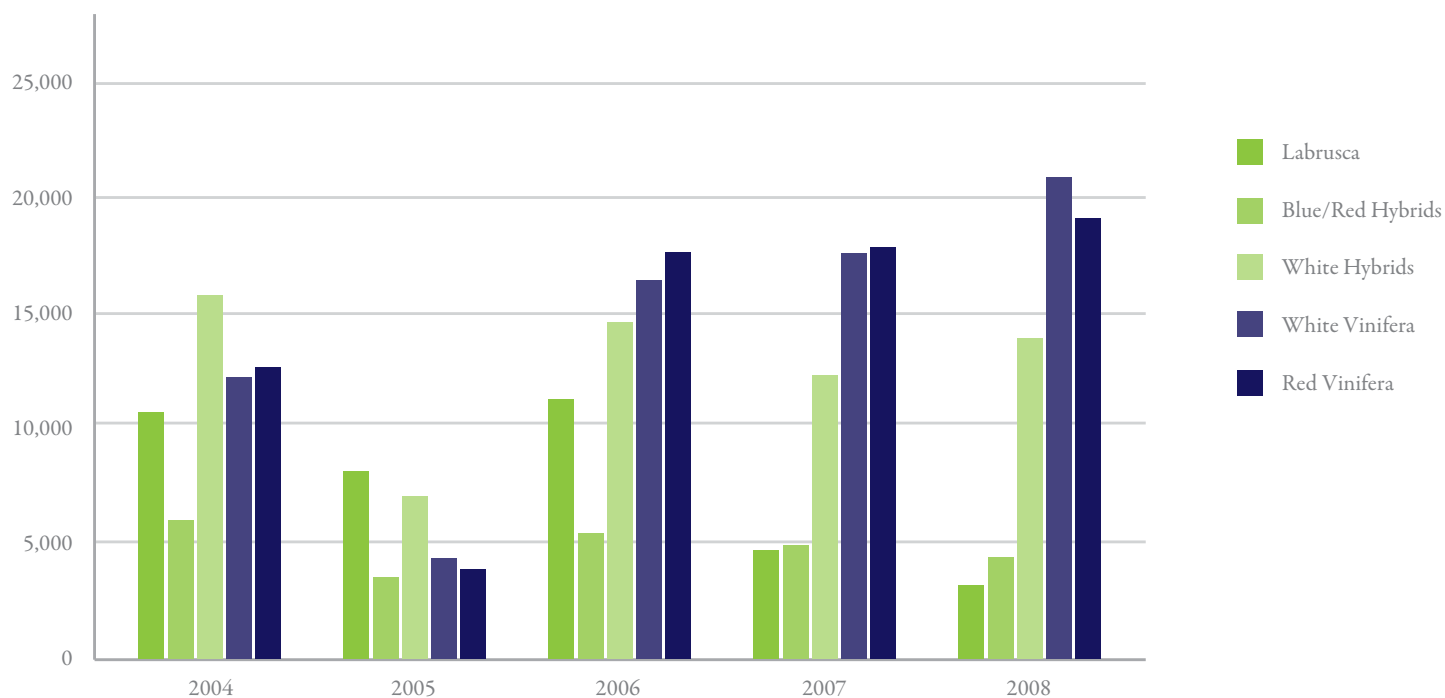
TABLE V – Purchases by Processors by Variety (in tonnes)

		2004	2005	2006	2007	2008
Classes 1-3	Concord	7,009	5,292	7,882	2,965	2,118
	Elvira	37	59	61	53	49
	Niagara	3,515	2,576	3,218	1,525	1,048
	Miscellaneous 1-3	47	25	8	14	4
	SUB-TOTAL (Labrusca)	10,608	7,952	11,169	4,557	3,219
Classes 5-6	Baco Noir	3,065	1,628	2,753	2,596	2,105
	Chambourcin	660	275	584	463	608
	De Chaunac	601	252	363	298	462
	Marechal Foch	946	760	1,042	959	884
	New York Muscat	104	38	70	57	55
	Rosette	181	114	154	111	30
	Villard Noir	86	47	81	69	68
	Miscellaneous 5-6	185	161	208	214	128
	SUB-TOTAL (blue/red French hybrids)	5,828	3,275	5,255	4,767	4,340
Classes 7-7c	S.V. 23-512	786	354	494	405	357
	Seyval Blanc	1,884	897	1,296	927	894
	Vidal 256	11,625	4,661	11,065	8,994	10,288
	GM 311	583	25	24	668	788
	GM 318	1,055	770	1,466	648	981
	GM 322	100	48	32	100	145
	Miscellaneous 7-7c	202	102	157	224	51
	SUB-TOTAL (white French hybrids)	16,235	6,857	14,534	11,966	13,504
	SUB-TOTAL (hybrids)	22,063	10,132	19,789	16,733	17,844
Classes 9-9f	Auxerrois	113	78	246	193	206
	Chardonnay and Chardonnay Musque	5,794	1,830	6,507	7,858	8,712
	Gewürztraminer	507	189	1,181	1,207	1,415
	J. Riesling	4,168	1,645	4,623	5,123	6,786
	Pinot Blanc	71	29	120	142	126
	Pinot Gris	401	222	953	1,101	1,270
	Sauvignon Blanc	516	198	1,695	1,391	1,810
	Miscellaneous 9-9f	242	113	522	472	518
	SUB-TOTAL (white vinifera)	11,812	4,304	15,847	17,487	20,843

TABLE V – Purchases by Processors by Variety (in tonnes) - continued

		2004	2005	2006	2007	2008
Classes 10-10f	Cabernet Franc	4,779	1,231	5,167	5,206	5,952
	Cabernet Sauvignon	2,508	853	3,413	3,527	3,906
	Gamay	1,698	470	1,707	1,543	1,640
	Merlot	1,636	391	3,785	4,097	4,326
	Pinot Noir	1,094	506	1,959	2,078	1,789
	Shiraz, Sirah, Syrah	158	60	551	564	625
	Zweigeltrebe	339	233	444	322	388
	Miscellaneous 10-10f	92	66	347	201	248
	SUB-TOTAL (red vinifera)	12,304	3,810	17,373	17,538	18,874
	SUB-TOTAL (vinifera)	24,116	8,114	33,220	35,025	39,717
GRAND TOTAL	56,787	26,198	64,178	56,315	60,780	

Production of Processed Grapes by Variety (in tonnes)



Wine Grape Sugar Testing Program

The Wine Grape Sugar Testing Program was once again coordinated by Errol McKibbon of McKibbon Associates, a privately-owned company acting as third party tester. The total number of samples tested in 2008 decreased to 4,062 from 4,174 in 2007. The number of wineries/processors serviced by this program was 121. Growers were provided with sugar test results at the same time as the wineries.

Tabulation of Growers with Production

The number of growers with production registered with the Grape Growers of Ontario in 2008 decreased from 530 in 2004 to 484 in 2008.

TABLE VI – Number of Growers with Production Registered with the Board

		2004	2005	2006	2007	2008
District 1	Town of Niagara-on-the-Lake	169	147	176	174	171
District 2	City of St. Catharines	66	60	64	57	49
District 3	Town of Lincoln	193	184	183	174	155
District 4a	Town of Grimsby, Township of West Lincoln and City of Hamilton	62	58	52	41	32
District 4b	Southwestern Ontario	22	25	30	32	34
District 4c	Prince Edward County	18	23	33	40	43
TOTAL		530	497	538	518	484

Wine Sales in Ontario

TABLE VII below shows the five-year history of wine sales in Ontario. Total wine sales in Ontario grew by 4.1% to 144 million litres in 2008. Ontario wine sales increased by 4.5% to 56.5 million litres. Imported wine sales increased by 3.8% to 87 million litres, while out-of-province wine sales in Ontario decreased by 0.1% to 0.75 million litres. Market share for Ontario wines increased slightly from 39.0% to 39.1% in 2008.

TABLE VII – Wine Sales in Ontario* ('000 litres)

	2004	2005	2006	2007	2008
Ontario wine sold in Ontario**	49,173	51,276	52,190	54,083	56,496
Annual change	8.4%	4.3%	1.8%	3.6%	4.5%
Imported wine sold in Ontario	70,315	75,386	78,856	83,888	87,112
Annual change	5.4%	7.2%	4.6%	6.4%	3.8%
Out-of-province sales in Ontario	1,172	936	807	757	756
Annual change	-17.1%	-20.1%	-13.8%	-6.2%	-0.1%
Total wine sold in Ontario	120,659	127,598	131,853	138,729	144,364
Annual change	6.3%	5.8%	3.3%	5.2%	4.1%
Market share of Ontario wines in Ontario	40.8%	40.2%	39.6%	39.0%	39.1%

* Fiscal Year April 1 to March 31 (statistical data provided by the LCBO)

** Includes sales through LCBO, Winery Retail Stores, embassies, airlines and industrial sales.

VQA Versus Non-VQA Sales

TABLE VIII below shows VQA versus non-VQA sales in Ontario to March 31, 2008. VQA sales in Ontario increased 13.8% from 9.1 million litres in 2007 to 10.4 million litres in 2008. Non-VQA wine sales in Ontario increased 2.5% from 45.0 million litres to 46.1 in 2008. VQA sales outside of Ontario increased by 30.4% from 0.818 million litres in 2007 to 1.06 million in 2008.

TABLE VIII – VQA Versus Non-VQA Sales in Ontario ('000 litres)

	2004	2005	2006	2007	2008
Ontario wine sold in Ontario*	45,672	50,448	52,125	54,083	56,496
Total VQA sales in Ontario**	10,432	8,174	9,874	9,127	10,394
Total non-VQA sales in Ontario	35,240	42,274	42,251	44,956	46,102
Total VQA sales outside Ontario**	1,004	964	897	818	1,067
Market share of VQA wines in Ontario	22.8%	16.2%	18.9%	16.9%	18.4%

* Ontario share from LCBO Annual Report – March 31, 2008

** VQA figures from VQAO Annual Report – March 31, 2008

Blending Materials Imported into Ontario

TABLE IX below shows the quantity of blending grape product imported into Ontario over the last five years. The Ontario Wine Content and Labelling Act, which came into effect January 1, 2001, requires that Ontario wine contain a minimum of 30% Ontario grape content. Wine imported for blending purposes decreased by 30.8% from 36.4 million litres to 25.1 million litres which is almost equal to the amount imported in 2005, prior to the short crop. Concentrate decreased by 57.3% from 2,048 equivalent tonnes to 875 equivalent tonnes. Grape juice is down 0.55% from 2,127 equivalent tonnes to 2,115 equivalent tonnes. In total, blending material was down 30.6% from 52,718 equivalent tonnes in 2007 to 36,561 equivalent tonnes in 2008.

TABLE IX – Blending Materials Imported into Ontario

	2004	2005	2006	2007	2008
Wine (litres)	22,455,496	25,114,702	32,882,685	36,406,730	25,178,128
Concentrate (equivalent tonnes) @165 litres per tonne	6,176.27	7,167.43	2,026.42	2,048.42	875.47
Grape Juice (equivalent tonnes) @750 litres per tonne	2,624.87	2,283.15	3,486.09	2,126.82	2,115.11

Statistical data provided by Alcohol and Gaming Commission of Ontario

Importation of Wine

TABLE X presents the quantity of importation of wine categories from 2004-2008. Total imports of all wine categories in Canada increased by 3.29% from the previous year to 266 million litres. This increase in litres was due almost entirely to the increase in still wines of 8,593 million litres.

TABLE X – *Quantity of Importation of Wine Categories ('000 litres)*

	2004	2005	2006	2007	2008
Sherry	944	895	866	830	796
Sparkling wine (includes crackling table)	4,764	5,148	5,449	6,135	6,258
Still wine	183,570	197,361	213,343	232,932	241,525
Vermouth	2,622	2,705	2,666	2,677	2,589
Port	2,388	2,522	2,456	2,342	2,153
Aperitif	1,019	1,039	1,000	964	928
Champagne	793	845	884	975	929
Crackling table	*	*	*	*	*
Miscellaneous wines	7,671	9,265	9,237	10,338	10,485
TOTAL	203,771	219,780	235,901	257,193	265,663

Statistical data provided by Association of Canadian Distillers.

TABLE XI shows the volume of still table wines by country of origin imported into Canada from 2004-2008 inclusive. In 2008 total importation of still table wines into Canada increased by 3.7% to 241 million litres compared to 233 million litres in 2007. Imports from South America were up significantly. France remains the largest single importer into Canada followed by Italy and Australia.

TABLE XI – *Importation of Still Table Wines by Country of Origin ('000 litres)*

	2004	2005	2006	2007	2008
Australia	34,257	38,188	40,329	42,965	42,394
Eastern Europe	1,399	1,182	1,045	858	583
France	48,927	50,524	52,275	53,841	53,334
Germany	3,890	3,813	4,051	4,302	4,361
Italy	38,625	39,869	43,178	47,175	48,657
Portugal	3,003	3,297	3,553	4,115	4,763
South Africa	4,002	5,505	6,655	7,764	7,971
South America	20,001	21,754	24,498	30,694	34,563
Spain	7,159	8,205	10,122	10,752	11,167
United States	18,778	20,777	22,999	25,803	28,644
Other Countries	3,529	4,247	4,638	4,663	5,089
TOTAL	183,570	197,361	213,343	232,932	241,526

Statistical data provided by Association of Canadian Distillers.

Crop Insurance

Data included in TABLE XII below was supplied by AgriCorp, the Corporation responsible for delivering Crop Insurance Programs and providing the statistical history of the Grape Crop Insurance Program, 1994-2008 inclusive. The number of accounts decreased from 316 to 308 in 2008. Claims increased from 65 in 2007 to 71 in 2008. The dollar value of the claims increased from \$1.1 million in 2007 to \$1.5 million in 2008.

TABLE XII – Crop Insurance

Year	No. of Accounts	No. of Claims	Total Premiums* \$'000	Total Claims \$'000	Deficit/Surplus \$'000
1994	253	116	972	1,329	-357
1995	250	37	1,872	260	1,612
1996	232	128	1,944	2,248	-304
1997	229	87	1,591	1,004	587
1998	241	53	1,968	521	1,447
1999	248	11	2,191	109	2,082
2000	254	89	2,022	1,274	748
2001	269	91	2,006	1,460	546
2002	273	127	2,136	2,071	65
2003	286	241	2,061	16,714	-14,653
2004	329	149	4,743	3,641	1,102
2005	332	283	5,188	22,308	-17,120
2006	336	51	7,205	1,046	6,159
2007	316	65	7,763	1,136	6,627
2008	308	71	7,090	1,466	5,624

*Total grower and government premiums

Self-Directed Risk Management (SDRM)

TABLE XIII includes statistics pertaining to SDRM participation, total eligible net sales and average eligible net sales for grapes for the 2000-2007 stabilization years.

TABLE XIII – SDRM

	No. of Participants	Total Eligible Net Sales (\$)	Average Eligible Net Sales (\$)
2000	112	5,063,486	45,210
2001	181	15,814,483	87,373
2002	191	8,994,989	47,094
2003	84	11,319,300	134,753
2004	147	15,126,985	102,905
2005	149	17,227,381	115,620
2006	142	18,686,555	131,595
2007	130	24,565,185	188,963

TABLE XIV – Promotion Expenses

In 2008, the Grape Growers of Ontario increased promotions of both the organization and its membership. Grower members from Prince Edward County as well as South Western Ontario were promoted through sponsorships to the Prince Edward County Wine Association and the South Western Ontario Vintners Association for 2008. The Grape Growers of Ontario continued with a series of activities such as the annual Media Day, Wine Tasting at the Legislative Assembly of Ontario and the Annual General Meeting. Congratulations to Reif Estate Winery and Colchester Ridge Estate Winery whose wines were chosen as the official wines to be served at the Ontario Legislature for 2008-2009. The Grape Growers of Ontario continues to be a proud sponsor of the Niagara Grape and Wine Festival.

	2006/2007	2007/2008	2008/2009
Promotions, Sponsorship & Public Relations	\$29,977	\$47,649	\$69,900
Niagara College – GGO Wine Tasting Room	\$15,000	\$10,000	\$10,000
Miscellaneous – Wines	\$3,699	\$8,568	\$8,074
SUB-TOTAL	\$48,676	\$66,217	\$87,974
Grape & Wine Festival and Grape King's Crowning	\$16,792	\$18,875	\$19,780
TOTAL	\$65,468	\$85,092	\$107,754

Memberships and Sponsorships

The Grape Growers of Ontario is a contributing member and/or sponsor to a number of agricultural and trade organizations. The organizations supported in the 2008/2009 year include:

Memberships	Amount
Agricultural Adaptation Council	150
Canadian Horticultural Council	5,818
Grimsby and District Chamber of Commerce	235
Lincoln Chamber of Commerce	180
Niagara-on-the-Lake Chamber of Commerce	200
Ontario Agri-Food Education Inc.	500
Ontario Agricultural Commodity Council	500
Ontario Fruit & Vegetable Growers' Association	20,000
Ontario Federation of Agriculture	500
President's Council	250
St. Catharines - Thorold Chamber of Commerce	356
St. Catharines Club	625
Winegrape Growers of America	70
TOTAL	\$29,384

Sponsorships	Amount
Cuvée Award Sponsorship	5,000
Grape King	2,500
Grape Stomp	303
In Stride Productions – Niagara Running Series	1,500
Lincoln Agricultural Society	200
Niagara College – Grape Growers of Ontario Wine Tasting Room	10,000
Niagara Grape and Wine Festival – 2008 Niagara Wine Festival	20,000
Niagara Peninsula Fruit and Vegetable Growers' Association	500
Official Guide to Wineries of Ontario	3,450
Ontario Wine Awards	2,500
Prince Edward County Winegrowers Association – Terroir Wine Festival	8,000
South Western Ontario Vintners Association – Lake Erie North Shore Wine Festival	10,000
Uncorked Convention and Tradeshow Sponsorship	2,500
TOTAL	\$66,453

Education & Research

Ontario Grape and Wine Research Foundation

Research continues to be an integral part of the Grape Growers of Ontario business. In 2007, the Ontario Grape and Wine Research Foundation was created. Matthias Oppenlaender is currently the Chair of the Research Foundation, and the Grape Growers of Ontario has begun to establish long term funding for the Foundation.

Vine Monitoring Program

Over the course of 2008, the Grape Growers of Ontario continued to partner with Canadian Food Inspection Agency (CFIA), vine import brokers, and growers to complete the third and final year of the vine monitoring program for phytoplasmas on imported vines from France in 2006. Given the current situation with importation of

vines from France, the Grape Growers of Ontario was actively involved with setting industry accepted standards on Hot Water Treatment of vines.

Domestic Vine Certification Program

In 2008, the first year of a two year project commenced with the completion of a feasibility study on a domestic vine certification program within Ontario. This involved a partnership with the Canadian Food Inspection Agency (CFIA), Ontario nurseries and industry representatives. In addition, a partnership was formed with a consultant from the University of Guelph to conduct and maintain rootstocks through green shoot propagation. This process involved the maintenance of existing rootstocks, propagation of new material, testing

of existing material and the upgrading of some existing material to meet CFIA's regulations. This process is integral to the success of a domestic vine certification program, as it is the foundation for the propagation process. It will allow for an established base of rootstocks for grafting finished vines. The Grape Growers of Ontario looks forward in 2009 to working on the second phase of the project to conduct a business case.

Our Partners

The Grape Growers of Ontario expresses gratitude to the Agricultural Adaptation Council, the Government of Ontario, the Ontario Ministry of Agriculture, Food and Rural Affairs, Agriculture and Agri-Food Canada, and industry supporters for their contributions enabling us to establish and sustain valuable projects.

Pesticides

Wayne Roberts is a shared employee of the Grape Growers of Ontario and the Ontario Tender Fruit Producers' Marketing Board (OTFPMB). In his role as Pest Control and IPM Coordinator, Wayne works closely with employees from the OMAFRA, Agriculture & Agri-Food Canada (AAFC), the Pest Management Regulatory Agency (PMRA), and chemical manufacturers and consultants in order to secure access to new and/or more effective crop protection products.

In 2008, Wayne was actively involved in the 6th Annual Minor Use Priority Setting Workshop in Ottawa to lobby AAFC and PMRA to fund and approve strategic minor issue negotiations.

Wayne represents the GGO on various committees such as:

- The Multi-coloured Asian Lady Beetle (MALB) Working Group;
- The National Steering Committee on Grape Vine Imports;
- The OASCC Grape and Wine Research and Services Committee; and

- The Reduced Risk Working Groups including the Guthion Transition Study Group

The next few years will be critical in the registration of new insecticides for control of problem pests including grape berry moth, grape phylloxera, Japanese beetles, MALB and yellow jackets. Many new products will be coming on line to replace the organophosphates and other older chemistries.

Using Wind Machines to Reduce the Effects of Cold Injury



Evaluating Grapevine and Tender Fruit Winter Hardiness and Developing Best Environmental Practices for Using Wind Machines to Reduce the Effects of Cold Injury - ADV0161

Summary for 2008

Hugh Fraser, P.Eng.
Agricultural Engineer, OMAFRA

Ken Slingerland
*Tender Fruit and Grape Specialist,
OMAFRA*

Dr. Helen Fisher
*Grape Research Scientist, University of
Guelph*

Kevin Ker, P.Ag.
*Research Associate, CCOVI, Brock
University and KCMS*

Ryan Brewster
Research Technician, KCMS

The project was extended for a fourth year until October 31, 2009.

Activities included:

- New - a second DTA freezer unit was purchased by KCMS for additional sample capacity and cooperative applied research projects. Cold Hardiness Testing is now posted twice weekly on the KCMS (www.kcms.ca), Brock University (www.brocku.ca/ccovi) and GGO websites and published in the OMAFRA "Tender Fruit Grape Vine" during the winter to alert growers about the state of vine hardiness. Growers now have a tool to more accurately know

when to start their wind machines based on the lethal temperature sampling.

- New – a DTA freezer unit was obtained for research purposes and is operated by Dr. Helen Fisher.
- Ongoing monitoring of the survival of grapes' buds to assess potential winter injury during the winter and spring.
- Several presentations to industry providing progress on the project.
- OMAFRA Assistant Deputy Ministers toured the research site in Virgil.
- Successful mediation efforts between a group of neighbours vs. a wind machine operator in Niagara-on-the-Lake during the summer of 2008.
- Highlight – Summer 2008 Wind Machine Information and Demonstration Day, On Aug. 19, Dr. Bob Evans from Washington State, invited as feature speaker, made presentations on "Using science to understand how and why the wind machines work" and "Adapting new technology to wind machines". The multi-site event was sponsored by 14 supporting organizations and 75 people attended the day followed by a barbeque in the evening at Lakeview Harvesters.

This project will be completed on October 31, 2009.

New products or label expansion registered in 2008 included:

Altacor (*chlorantraniliprole*) – novel chemistry (group 28) for control of grape berry moth and cut worms.

Delegate (*spinetoram*) an insect growth regulator for control of grape berry moth.

Movento (*spirotetramet*) for control of phylloxera. This is a Thiodan replacement product.

Pounce (*permethrin*) a synthetic pyrethroid for control of cutworms.

Revus (*mandipropamid*) for control of downy mildew.

AUDITORS' REPORT

To the Members of
Grape Growers of Ontario

We have audited the statement of financial position of the **Grape Growers of Ontario** as at January 31, 2009 and the statements of unappropriated and appropriated net assets, operations and cash flows for the year then ended. These financial statements are the responsibility of the Board's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the **Grape Growers of Ontario** as at January 31, 2009 and the results of its operations for the year then ended in accordance with Canadian generally accepted accounting principles.

St. Catharines, Ontario
February 13, 2009.

MacGillivray (St. Catharines)

CHARTERED ACCOUNTANTS
LICENSED PUBLIC ACCOUNTANTS

GRAPE GROWERS OF ONTARIO
STATEMENT OF FINANCIAL POSITION

As at January 31, 2009

ASSETS

Current	2009	2008
Cash	\$ 622,716	\$ 876,739
Guaranteed investment certificates	2,786,154	1,846,837
Accounts receivable	82,995	63,371
Contributions receivable (<i>note 9</i>)	78,928	268,550
Prepaid expenses	17,372	30,815
Due from Grape & Tender Fruit (Ontario) Limited (<i>note 3</i>)	48,522	4,828
	<hr/> 3,636,687	<hr/> 3,082,140
Investments (<i>note 4</i>)	191,847	191,847
Property and Equipment (<i>note 5</i>)	11,111	22,222
	<hr/> \$ 3,839,645	<hr/> \$ 3,296,209

LIABILITIES

Current	2009	2008
Accounts payable and accrued liabilities	\$ 559,414	\$ 205,848
Deferred research and development levy	224,099	106,103
	<hr/> 783,513	<hr/> 311,951

Commitments (*note 6*)

Net Assets

Unappropriated net assets	2009	2008
Invested in Grape & Tender Fruit (Ontario) Limited	191,847	191,847
Available for operations	940,949	844,075
	<hr/> 1,132,796	<hr/> 1,035,922
Appropriated net assets	923,336	948,336
Research	1,000,000	1,000,000
Operational reserve	1,923,336	1,948,336
	<hr/> \$ 3,839,645	<hr/> \$ 3,296,209

GRAPE GROWERS OF ONTARIO**STATEMENT OF UNAPPROPRIATED AND APPROPRIATED NET ASSETS**

For the year ended January 31, 2009

UNAPPROPRIATED NET ASSETS

	2009	2008
Balance, beginning of year	\$ 1,035,922	\$ 847,968
Excess of revenues over expenses for the year	96,874	507,954
Appropriation to operational reserve	-	(320,000)
	<hr/>	<hr/>
Balance, end of year	\$ 1,132,796	\$ 1,035,922

APPROPRIATED NET ASSETS

Research

Balance, beginning of year	\$ 948,336	\$ 1,000,000
Grapevine 'Yellows' Disease	-	(49,164)
Weather Network, infrastructure and data management	(25,000)	(2,500)
Balance, end of year	<hr/> 923,336	<hr/> 948,336

Operational Reserve

Balance, beginning of year	1,000,000	680,000
Appropriation from operations	-	320,000
Balance, end of year	<hr/> 1,000,000	<hr/> 1,000,000

	<hr/> \$ 1,923,336	<hr/> \$ 1,948,336
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TOTAL NET ASSETS	<hr/> \$ 3,056,132	<hr/> \$ 2,984,258
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GRAPE GROWERS OF ONTARIO

STATEMENT OF OPERATIONS

For the year ended January 31, 2009

	2009	2008
Revenues		
Licence fees	\$ 1,344,422	\$ 1,438,722
Appropriation for research and development	(117,996)	(106,103)
	<u>1,226,426</u>	<u>1,332,619</u>
Interest and other income	101,496	92,073
	<u>1,327,922</u>	<u>1,424,692</u>
Expenses		
Directors' fees, honoraria and benefits	84,500	64,450
Salaries and benefits	497,154	424,127
Travel	47,476	41,452
Meetings and conventions	31,278	18,497
Office supplies and expenses	77,558	87,869
Postage	22,371	19,877
Telephone	17,806	20,296
Dues and subscriptions	11,809	13,618
Promotion	87,974	66,217
Professional fees (<i>note 8</i>)	144,878	38,205
Utilities and maintenance	28,146	26,374
Building and property taxes	14,811	15,277
Amortization	28,083	28,709
Festival	19,780	18,875
Assessment O.F. & V.G.A.	20,000	20,000
Research (<i>note 9</i>)	89,807	49,406
Professional development and strategic planning	-	5,480
Maintenance agreements	33,313	-
Loss of foreign exchange	2,146	1,899
Expense recoveries from other associations	(27,842)	(28,890)
	<u>1,231,048</u>	<u>931,738</u>
Excess of Revenues over Expenses, from Operations	96,874	492,954
Prior Year Recovery	-	15,000
Excess of Revenues Over Expenses for the Year	\$ 96,874	\$ 507,954

GRAPE GROWERS OF ONTARIO**STATEMENT OF CASH FLOWS**

For the year ended January 31, 2009

	<i>2009</i>	<i>2008</i>
Cash Flows from Operating Activities		
Excess of revenues over expenses for the year	\$ 96,874	\$ 507,954
Adjustments for non-cash items		
Amortization	11,111	11,111
	<u>107,985</u>	<u>519,065</u>
Changes in non-cash working capital		
Accounts receivable	(19,624)	31,137
Appropriated research expenses	(25,000)	(51,664)
Research grant receivable	189,622	(110,831)
Prepaid expenses	13,443	(20,319)
Accounts payable and accrued liabilities	353,566	(60,988)
Deferred research and promotion grant revenue	-	(33,399)
Deferred research and development revenue	117,996	106,103
Due to Grape and Tender Fruit (Ontario) Limited	(43,694)	13,353
	<u>694,294</u>	<u>392,457</u>
Cash Flows from Investing Activities		
Purchase of property and equipment	-	(33,333)
Purchase of guaranteed investment certificates	(939,317)	(826,854)
	<u>(939,317)</u>	<u>(860,187)</u>
Decrease in Cash	(245,023)	(467,730)
Cash- Beginning of year	<u>867,739</u>	<u>1,335,469</u>
Cash- End of year	<u>\$ 622,716</u>	<u>\$ 867,739</u>

GRAPE GROWERS OF ONTARIO

NOTES TO THE FINANCIAL STATEMENTS

For the year ended January 31, 2009

1. Nature of Operations

The Grape Growers of Ontario is a board which operates under the Farm Products Marketing Act, established for the purpose of marketing and promoting Ontario grapes for processing. The Board is a not-for-profit organization incorporated without share capital under the laws of Ontario, and is exempt from income taxes under the Income Tax Act.

2. Significant Accounting Policies

The Board follows: accounting principles generally accepted in Canada in preparing its financial statements. The significant accounting policies used are as follows:

a) Property and Equipment

Property and equipment which are shared with other marketing boards are capitalized by Grape and Tender Fruit (Ontario) Limited. The amortization charge for property and equipment is reported according to the cost sharing arrangement by each benefiting board.

b) Use of Estimates

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts reported in the financial statements. These estimates are reviewed periodically, and, as adjustments become necessary, they are reported in operations in the period in which they become known. Actual results could differ from those estimates.

c) Revenue Recognition

The Grape Growers of Ontario has the authority to collect licence fees under the provisions of the Farm Products Marketing Act. Fees are recognized as the crop is received, weighed and graded by processors and collection is reasonably assured.

d) Investments

Short-term investments are classified as held-for-trading and are recorded at fair market value.

3. Related Party Transactions

The Grape Growers of Ontario have amounts receivable of \$48,522 (2008- \$4,828) from Grape & Tender Fruit (Ontario) Limited, a related party, for its share (50%) (2008-53%) of management operations costs incurred during the year.

4. Investments, at cost

	2009	2008
Grape & Tender Fruit (Ontario) Limited		
94 common shares	\$47	\$47
1,918 special shares	\$191,800	\$191,800
	<u>\$191,847</u>	<u>\$191,847</u>

The investment in Grape & Tender Fruit (Ontario) Limited represents the Board's share of the equity of Grape & Tender Fruit (Ontario) Limited whose primary purpose is to operate the Marketing Board's shared offices and whose major asset is the land and building shared by the Marketing Boards.

5. Property and Equipment

	<i>2009</i>	<i>2008</i>
Computer software cost	\$63,333	\$63,333
Deferred grant	(30,000)	(30,000)
New cost of software	33,333	33,333
Accumulated amortization	(22,222)	(11,111)
	<u>\$11,111</u>	<u>\$22,222</u>

6. Commitments

The Grape Growers of Ontario have committed to future funding of the following projects and programs:

The Grape Growers of Ontario have made a commitment to sponsor the Niagara College Future Ready Campaign, in the amount of \$50,000, payable at \$10,000 per year. The remaining commitment as of January 31, 2009 is \$7,500.

The Grape Growers of Ontario have made a commitment to provide \$75,000 to the Vine Certification project, payable at \$37,500 per year. The remaining commitment as of January 31, 2009 is \$57,963.

7. Financial Instruments

The Board's financial instruments consist of cash and equivalents, accounts receivable, accounts payable and accrued liabilities and an amount due from a related party. The fair values are the same as the carrying values due to their short-term nature.

Unless otherwise noted, it is management's opinion that the Board is not exposed to significant interest, currency or credit risk arising from these financial instruments.

8. Professional Fees

	<i>2009</i>	<i>2008</i>
Audit	\$15,100	\$18,726
Legal	3,219	2,798
Arbitration costs	109,559	-
Other	-	16,681
	<u>\$127,878</u>	<u>\$38,205</u>

9. Contributions for research and other activities

	Deferred (Receivable) Contributions February 1, 2008	Government/ Industry Contributions Received 2008/2009	Expenses 2008/2009	Grape Growers of Ontario Portion 2008/2009	Deferred (Receivable) Contributions January 31, 2009
Research Projects:					
Vitis Certification Project	\$ -	\$ 25,755	\$ 73,473	\$ 17,038	\$ (30,680)
Wind Machine Project	37,932	58,040	70,405	10,000	35,567
Automated Management for Weigh Bills	(154,713)	-	-	-	(154,713)
Grapevine Import Monitoring Program	(66,593)	57,267	58,991	10,000	(58,317)
Best Management Practices, Labrusca	(6,449)	6,449	-	-	-
Greenbelt Funding	26,333	25,000	51,333	-	-
Grower Computer Training	(43,280)	43,280	-	-	-
	<u>(206,770)</u>	<u>215,791</u>	<u>254,202</u>	<u>37,038</u>	<u>(208,143)</u>
Non-Contribution Funded Research					
Research Expense Funded by GGO					
				<u>\$ 89,807</u>	
Other Projects:					
Building awareness for 100% Ontario Grown Grapes	-	16,376	-	-	16,376
Orchards and Vineyards Transition Program	-	100,000	43,347	-	56,653
Harvest Program	-	3,646,350	3,590,164	-	56,186
Speaker Investment Initiative	-	5,000	5,000	-	-
Cord IV Projects	(61,780)	61,780	-	-	-
	<u>(61,780)</u>	<u>3,829,506</u>	<u>3,638,511</u>	<u>-</u>	<u>129,215</u>
	<u>\$ (268,550)</u>	<u>\$ 4,045,297</u>	<u>\$ 3,892,713</u>	<u>\$ 37,038</u>	<u>\$ (78,928)</u>

2008: A Year in Review







2008-09 Staff



Back (left to right): Morag Tait, Sylvana Lagrotteria, Larissa Osborne, Debbie Zimmerman, Julie Dixon, Nick Hubbard. Absent from the picture: Nathalie, Dreifelds, Wayne Roberts and Kathy Sirotnik

Chief Executive Officer

Debbie Zimmerman

Executive Assistant

Kathy Sirotnik

Grower Relations and Special Projects Manager

Julie Dixon

Systems Strategist

Nick Hubbard

Market Analyst

Nathalie Dreifelds

Pesticide Issues

Wayne Roberts

Shared Staff

Treasurer

Larissa Osborne

Accounts Payable

Sylvana Lagrotteria

Receptionist/Administrative Assistant

Morag Tait



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fax: 905.688.3211

email: info@grapegrowersofontario.com

web: www.grapegrowersofontario.com

Mail

P.O.Box 100
Vineland Station, Ontario L0R 2E0

2008 Grape King

Lou Puglisi

The art of grape growing began in the Puglisi family in 1974 when Lou's late father, Joe Puglisi, planted his first grapes in the Niagara region. The present vineyard acreage is 60 acres.

Lou grew up with a farming family which dates back 3 generations to his Italian roots in Sicily, Italy, a heritage rich in viticulture.

Lou Puglisi currently grows for Vincer and Magnotta. He grows the following 7 varieties: *Cabernet Franc*, *Cabernet Sauvignon*, *Chardonnay*, *Gewürztraminer*, *Pinot Gris*, *Riesling* and *Vidal*.

Lou believes that great wines begin in the vineyard. He further says: *"The grape grower's goal is to nurture the vineyard in order to produce the highest quality grape. In order to achieve this goal, the grower strives for excellence by crop thinning, regular soil and leaf analysis and canopy management. A challenge facing our industry today is increasing market access and market share. Our industry has evolved into a world-class, wine producing region and there will always be a market for great wine."*

