



Canada's

Agriculture, Food and Beverage INDUSTRY

Canada's Wine Industry

Canada is a world leader in the improvement of farm management, production, processing, and storage techniques for a wide variety of agri-food products. Environmental responsibility, innovation and quality assurance are the core values practiced in all of Canada's agriculture sectors.

Canada – Clean and Abundant Resources

A clean environment, abundant natural resources, and high standards for food regulation allow Canada to offer some of the very best agri-food products in the world. The increasing success of the Canadian wine sector can be attributed to a ready supply of high-quality raw ingredients, innovative processing and fermentation techniques, and a cool climate.



Canada's wine industry is perhaps best known internationally for Canadian Icewine, which relies on high quality grapes harvested in early winter and pressed while still frozen.

Beverage Production

Canadian wines are gaining a strong reputation in Canada and abroad. Canada's

wine industry is perhaps best known internationally for Canadian Icewine.

Canadian Icewine is a sweet dessert wine that is celebrated around the world for its quality. Canadian Icewine is made from high-quality grapes which are pressed immediately after harvest, while still frozen solid, yielding small amounts of intensely flavoured juice with a very high natural sugar content that is fermented slowly and bottled several months later. Naturally frozen grapes are essential for Icewine's characteristic intense sweetness and high acidity. Canadian climatic conditions guarantee an annual harvest of grapes for making Icewine.

Quality Assurance

Wines produced under the Vintners Quality Alliance (VQA) banner must meet strict quality standards. Canadian vintners grow primarily quality *Vitis Vinifera* and hybrid grape varieties. Many of the *Labrusca* grapes have been replaced with *Vinifera* varieties (such as Chardonnay, Riesling, Merlot, Pinot Noir, Cabernet Sauvignon), allowing Canadian wineries to compete successfully with European wines in terms of quality. In fact, many premium Canadian table wines are gaining a growing reputation for high quality as well.

Canadian Icewine has earned the highest awards at many of the world's most prestigious wine fairs, including Vinexpo and VinItaly.

Health Canada regulates the contents of all wine through the Food and Drugs Act, while the Canadian Food Inspection Agency monitors domestic and imported wine for compliance with net quantity, label and container regulations



Innovation

Innovative products, such as low-alcohol wine coolers and fruit wine coolers are gaining in popularity, both in Canada and abroad.

Agriculture and Agri-Food Canada supports Canada's wine industry through research into the development of new grape varieties, and new methods, tests and procedures to improve production.

Trade & Investment Opportunities

In 2004, Canada's exports of wine totalled more than \$40 million. Of this amount, about \$24.6 million included products other than grape wines, such as fermented beverages, cider, fruit wines, perry, mead and hard lemonades.

Manufacturing shipments of wine totalled \$322 million in 1995 and more than doubled in 2003 to a value of \$767 million.

For More Detailed Information

Gayle Smith

Senior Market Development Officer
Agriculture and Agri-Food Canada
930 Carling Avenue, Room 597
Ottawa, Ontario
Canada K1A 0C5
Tel: (613) 759-7536
Fax: (613) 759-7480
Email: smithg@agr.gc.ca

Monica Treidlinger

Market Development Officer
Agriculture and Agri-Food Canada
930 Carling Avenue
Ottawa, Ontario
Canada K1A 0C5
Tel: 613-258-1933
Fax: 613-258-6768
Email: treidlingerm@agr.gc.ca

Other Links:

Canadian Vintners Association
<http://canadianvintners.com>



Further information on products, suppliers and investment opportunities in the Canadian agri-food industry is available on the Agri-Food Trade Service web site at: www.ats.agr.gc.ca

Canada's food and agricultural products reflect our dedication to excellence, and our deep commitment to safety, quality, environmental responsibility, innovation and service.

In every facet of our industry, we seek to earn the trust of our customers by answering their needs and exceeding their expectations. Those values along with our belief in building strong relationships, have given Canadian agriculture and food products an international reputation for excellence. Customers around the world know that they can trust the goodness of Canada.