



**WINE
GROWERS
CANADA**

**VIGNERONS
CANADA**

Membership Charter

WGC provides the Canadian wine industry with national leadership and is consistently recognized as the national voice of the Canadian wine industry.

The WGC's vision is to be an inclusive, accessible, knowledgeable and responsive organization committed to sustainable domestic and international success for the Canadian wine industry.

In order to create a strong Canadian wine industry and a positive business environment, WGC must be the united voice that speaks for the industry, and must foster a high level of unity and trust among its membership and present a unified position when communicating with the public, government or regulators on industry issues.

In recognition of this goal, we, the Members of WGC, acknowledge the need for professionalism and to respect our relationships with each other. We affirm that membership in WGC is important to us and that our company(s)/association will uphold the following principles:

- We will strive to uphold the WGC high standards of credibility, integrity and achievements.
- We will maintain, at all times, the best interests of the Canadian wine industry, inclusive of all winery sizes, wine products (Product of Canada, VQA, International-Canadian Blended wines), and wine producing regions.
- We will relate to other members of WGC with integrity, and in a manner that will enhance the stature of the Canadian wine industry.
- We will not impugn the reputation or business of others.

By upholding these principles, we will create a strong Canadian wine industry better able to serve the needs of our members.