

# BENEFITS OF WINE GROWERS CANADA MEMBERSHIP



## Industry Leadership

- Development of regular national economic impact reports on the Canadian wine industry to support advocacy efforts.
- Protection of VQA and Icewine trademarks in domestic and international markets.
- Notification and analysis of emerging market issues and trends.
- Pro-active engagement on social responsibility, including development of *The Right Amount* campaign and website, and soon to be released *WineWatch*.
- Track and provide domestic & export sales statistics to support domestic market share and export sales growth.

### HOW MUCH ARE YOU SAVING FROM THE WSSP?

| ANNUAL PRODUCTION VOLUME (LITRES) | WSSP BENEFIT | WGC MEMBERSHIP DUES |
|-----------------------------------|--------------|---------------------|
| 5,000                             | \$4,750      | \$530               |
| 10,000                            | \$9,500      | \$560               |
| 25,000                            | \$23,750     | \$650               |
| 50,000                            | \$47,500     | \$1,300             |
| 100,000                           | \$95,000     | \$1,600             |
| 150,000                           | \$142,500    | \$1,900             |
| 250,000                           | \$237,500    | \$4,500             |
| 400,000                           | \$380,000    | \$5,400             |
| 500,000                           | \$475,000    | \$6,000             |
| 1,000,000                         | \$950,000    | \$9,000             |
| 2,500,000                         | \$2,375,000  | \$20,000            |
| 5,000,000                         | \$4,750,000  | \$35,000            |
| 7,500,000                         | \$7,125,000  | \$50,000            |
| 10,000,000                        | \$9,500,000  | \$65,000            |



## Advocacy

- Multi-million dollar annual savings through successful efforts to support a competitive tax and regulatory environment (e.g. excise exemption, Wine Sector Support Program, inflationary cap on annual excise indexation)
- Influential representation at international and national meetings
- Leadership on critical policy and regulatory issues, including labelling and food safety.
- Close working relationships with parliamentarians and senior government officials.
- Leading expert and advocate for the removal of internal barriers to trade (i.e. direct-to-consumer delivery (DTC)).



### HOW MUCH ARE YOU SAVING FROM THE EXCISE ESCALATOR CAP?

## Education and Information Sharing

- Exclusive weekly e-mail news including special reports.
- Information on wine-related topics: calorie labelling, export readiness and opportunities, taxation and regulation.
- Free access to safe winemaking and HACCP platform ([winsecure.ca](http://winsecure.ca)).
- Access to statistical consulting service and discounted monthly industry sales statistics.
- Free access to *The Right Amount* design resources and creative elements for your wine label and to the *Wine-Watch* news media aggregator

| ANNUAL PRODUCTION VOLUME | SCHEDULED EXCISE FY 24/25 | WITH 2% EXCISE CAP FY 24/25 | EXCISE SAVINGS | WGC MEMBERSHIP DUES |
|--------------------------|---------------------------|-----------------------------|----------------|---------------------|
| 5,000                    | \$3,675                   | \$3,580                     | \$95           | \$530               |
| 10,000                   | \$7,350                   | \$7,160                     | \$190          | \$560               |
| 25,000                   | \$18,375                  | \$17,900                    | \$475          | \$650               |
| 50,000                   | \$36,750                  | \$35,800                    | \$950          | \$1,300             |
| 100,000                  | \$73,500                  | \$71,600                    | \$1,900        | \$1,600             |
| 150,000                  | \$110,250                 | \$107,400                   | \$2,850        | \$1,900             |
| 250,000                  | \$183,750                 | \$179,000                   | \$4,750        | \$4,500             |
| 400,000                  | \$294,000                 | \$286,400                   | \$7,600        | \$5,400             |
| 500,000                  | \$367,500                 | \$358,000                   | \$9,500        | \$6,000             |
| 1,000,000                | \$735,000                 | \$716,000                   | \$19,000       | \$9,000             |
| 2,500,000                | \$1,837,500               | \$1,790,000                 | \$47,500       | \$20,000            |
| 5,000,000                | \$3,675,000               | \$3,580,000                 | \$95,000       | \$35,000            |
| 7,500,000                | \$5,512,500               | \$5,370,000                 | \$142,500      | \$50,000            |
| 10,000,000               | \$7,350,000               | \$7,160,000                 | \$190,000      | \$65,000            |



**WINE GROWERS CANADA**

Suite 200 – 440 Laurier Avenue West  
Ottawa, Ontario Canada K1R 7X6  
[www.winegrowerscanada.ca](http://www.winegrowerscanada.ca)  
613-782-2283

