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Wine Growers Canada Applauds Federal Investment to Unlock Billions in Canadian Wine Industry Growth

Ottawa, Ontario (November 6, 2026) – Wine Growers Canada welcomes the federal government's decision in Budget 2026 to renew the Wine Sector Support Program, recognizing the importance of Canadian wineries and independent grape farmers to employment, private investment and rural economic growth.

The continuation of federal investment is a positive commitment to Canadian wine production and the thousands of farming families, employees and businesses connected to the industry.

“We welcome the federal government's decision to continue investing in Canadian wine and appreciate its recognition of the industry's contribution to Canada's economy,” said Dan Paszkowski, President and CEO of Wine Growers Canada. “Our shared objective is to create the conditions for wineries to expand production, purchase more Canadian-grown grapes, invest in modern facilities and create jobs.”

Canada's wine industry has significant potential for future growth.

Deloitte's 2026 Canadian Wine Supercluster analysis estimates that increasing Canadian wine's domestic market share to 51% over the next 10-15 years could raise the industry's annual GDP contribution from $10.1 billion to $13.7 billion.

Achieving this opportunity will depend on encouraging investment throughout the Canadian wine value chain, from independent grape farmers and vineyards to wine production, processing facilities, distribution and tourism.

The Wine Sector Support Program is an important federal investment that helps support private-sector participation in this growth opportunity.

“Our priority is ensuring Canadian grape farmers and wineries have the confidence to invest, innovate and expand,” said Del Rollo, Chair of Wine Growers Canada. “We look forward to working with the federal government to ensure that this investment delivers the greatest possible benefits for Canadian farmers, wineries of every size and the communities that depend on them.”

Wine Growers Canada will continue working constructively with Finance and Agriculture and Agri-Food Canada to finalize program details and support the industry's long-term competitiveness and growth.

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About Wine Growers Canada

Wine Growers Canada (WGC) is the national voice of the Canadian wine industry, representing more than 90% of Canada's annual wine production. WGC members span the entire wine value chain, from grape growing and vineyard management to wine production, bottling, retail sales and wine country tourism.

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