

BC Wine Appellation Task Group
A report of Industry Survey Findings

Report to the BC Wine Appellation Task Group

July 10, 2015

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Task Group Members:

- Ezra Cipes, Summerhill Pyramid Winery – Chair
- Christine Coletta, Okanagan Crush Pad Winery
- Bill Eggert, Fairview Cellars
- Andy Johnston, Averill Creek Vineyards – Vice-Chair
- Derek Kontkanen, Inniskillin Okanagan
- Eugene Kwan, Chaberton Estate Winery
- Ian MacDonald, Liquidity Wines
- Christie Mavety, Blue Mountain Winery
- Harry McWatters, Time Estate Winery
- JAK Meyer, Meyer Family Vineyards
- Rhys Pender, Little Farm Winery
- John Skinner, Painted Rock Estate Winery
- Bob Tennant, Terravista Vineyards
- Don Triggs, Culmina Family Estate Winery
- James Mack, Ministry of Agriculture

Howegroup also acknowledges the extremely effective and dedicated work of Task Group Executive Director, Mike Klassen, whose sound communication strategies resulted in over 800 industry-wide responses to the survey.

Introduction

Background

The BC Wine Appellation Task Group (Task Group) is an ad hoc task group of the BC wine industry initiated by industry stakeholders, the Ministry of Agriculture and the BC Wine Authority for the purpose of consulting the industry and making recommendations for change. The mandate of the Task Group is:

To work in collaboration with the BC Wine Authority to bring forward recommendations to propose amendments to the Wines of Marked Quality Regulation that represent the interests of all 100% BC Wine Producers, to better meet the demands of today's consumers and for potential application for other sectors including 100% BC fruit wine, ciders and beer.

This mandate, independent of existing associations, ensures the Task Group recommendations are in the interest of the industry as a whole. Recommendations from the Task Group will be put forward to the BC Wine Authority for a vote by all BC Wine Producers.

The overall engagement process has included the recruitment of Task Group members, development of goals, guidelines and a workplan, research and industry engagement including email, telephone and in-person meetings (April – June 2015), this *industry-wide survey (July 2015) with the final report and Task Group recommendations expected in October 2015. Throughout this process, the Task Group met in-person three times (March, June and July 2015). As demonstrated below, the industry-wide survey is only one component the industry engagement.

Howegroup was contracted in May 2015 to conduct an independent on-line industry-wide survey of BC Wine Industry stakeholders. The survey was developed in consultation with the Task Group as a whole with detailed input provided by a working group from the Task Group. The key elements of the survey including appellations (geographical indicators), certification of origin, BC VQA and tasting panels and audits were developed out of the in-depth research and engagement process of the industry from April to June 2015 and provided the framework for the survey.



Purpose of the industry-wide survey

The purpose of the industry-wide survey was to consult BC Wine Industry stakeholders and make recommendations for change in the interest of the entire wine industry to the BC Wine Authority for a vote by all BC wine producers.

Purpose of the report

The purpose of this report is to provide the detailed results of the industry-wide survey conducted in July 2015. In presenting the results, careful consideration was given to the breakdown of participant groups (wine producers, industry stakeholders and consumers) and cross-tab analysis to ensure the results would be most useful for developing recommendations. This report includes a detailed analysis of the survey results while maintaining complete anonymity of respondents.

Best practices

Building on engagement best practices, Howegroup worked closely with Task Group members to identify the purpose and objectives of the engagement, understand stakeholder groups and align with a strategic community strategy (created and executed by the Executive Director) using existing contact lists, traditional and social media. A strong call to action was identified and communicated by the Task Group Chair to communicate the purpose of the survey and boost the response rate. Best practices in survey question design were implemented including understanding the audience, having a clear purpose for each question, a limit on mandatory questions, accurate wording with a single variable per question, the application of both open- and closed-response questions and a duration limit (the survey was intended to be completed in under 10 minutes).

About this report

Following this introduction, the Methodology provides a description of survey development, participant identification and communication strategies. The Findings is broken into four key categories including appellations, BC VQA and tasting panels, certification of origin and audits. Within each category, quantitative survey results are presented in graphs followed by themes and supporting quotes from open-ended questions. The Conclusion highlights areas from the survey indicating clear direction for the Task Group and areas where no clear direction emerged.

Methodology

Approach

Collection of background information

The Howegroup met with the Executive Director of the BC Wine Appellation Task Group in May 2015 to understand the purpose for the survey and the key areas where the Task Group was interested in industry input. The Executive Director provided an overview of the issues facing the industry and the input that had recently been collected through town hall forums and individual interviews with various industry stakeholders. The Howegroup reviewed background documentation that was provided, including previous Task Group meeting minutes and findings from a brief survey with the Task Group, as well as documentation publically available on the Task Group's website (<http://bcwinetaskgroup.ca/>) and developed a list of questions for review with the Task Group.

Task Group and Survey Working Group input

The Howegroup attended the Task Group's meeting on June 2nd in Penticton, BC to present best practices in survey methodology and, most importantly, listen to input from the Task Group regarding the key areas of focus for the industry survey. The Task Group provided input for consideration, from their experiences and perspectives and also from other industry feedback received during their participation in town hall forums. The Task Group provided input into specific concepts and questions to explore as well as demographic data to collect in order to provide the most meaningful reporting back of findings.

At this meeting the Task Group determined that industry input should focus on four key areas:

- Appellations (geographical indicators)
- Certification of origin
- BC VQA and tasting panels
- Audits

It was also determined by the Task Group that the primary audience was BC's wine producers, followed by a host of other industry stakeholders, including independent grape growers, hospitality employees, industry association members, sommeliers, winery employees, retail store representative and media representatives and consumers. The Howegroup agreed to utilize on-line survey branching to ensure appropriate questions were targeted to specific stakeholders. It was also agreed upon the Task Group that an incentive for completing the survey would not be necessary.

At the conclusion of the meeting a Survey Working Group was formed with the mandate of providing more specific input into the survey questionnaire and reporting of the findings. The Working Group formally met three time (via teleconference) and provided input via email into the specific questions and response options.

Both the Working Group and entire Task Group are sincerely recognized for their immediate, comprehensive and objective insights.

Survey development

Once the Working Group was satisfied with the survey tool, it was sent to the Task Group for final approval. The Howegroup then programmed and tested the survey, using FluidSurveys, a Canadian, on-

line survey tool, and provided an opportunity for the Working Group to also test the survey. The Working Group provided feedback on the functionality of the survey and suggested some subtle question wording changes. The Howegroup incorporated all comments and a final link to the survey was ready, as planned, by June 15th. The survey was open from June 15th to July 3rd, 2015. The complete survey may be found in Appendix A.

Data analysis

Once the survey closed, the entire data set was exported from FluidSurveys into MS Excel. The data was then divided by participant group - wine producer, industry stakeholder and consumer. Quantitative data was numerically coded and is presented in graphs throughout this report. Qualitative data from open-ended questions was sorted by response type (such as yes/no) and reviewed for themes, coded accordingly and counted. The top 3-5 themes are presented in the findings section of this report followed by quotes that demonstrate the themes.

Communication strategy

A mixed- and snowball-sampling methodology that was used to disseminate the survey was supported by a comprehensive and effective communication strategy developed by the Executive Director of the Task Group. Individuals for which the Task Group had direct contact information were sent a link to the survey. These individuals could then forward the link to their contacts. Partner organizations that circulated communication about the survey sent notifications regarding the survey to their contacts. As well, traditional and social media channels were used to communicate the survey.

Direct Task Group Communication

The Executive Director created and implemented three specific communication campaigns targeted to industry stakeholders of which the Task Group had direct contact information:

Campaign #1: Take the 2015 BC Wine Industry and Consumer Survey (June 15)

- 321 unique opens, 45% open rate
- 275 clicks of survey link
- 2,093 total opens June 15-July 2

Campaign #2: Take the 2015 BC Wine Industry and Consumer Survey (June 17)

- 101 unique opens, 25% open rate
- 26 clicks of survey link
- 231 total opens June 17-July 2

Campaign #3: Survey Reminder: Please Respond by Friday, July 3rd (June 29)

- 334 unique opens, 41% open rate
- 68 clicks of survey link
- 710 total opens June 29-July 2

Partner Organizations

The Executive Director worked with other organizations to circulate the survey to their member lists including:

- Alliance of Beverage Licensees of British Columbia (ABLE BC)
- British Columbia Grapegrowers Association
- British Columbia Private Liquor Store Association

Twitter

- @bcwinetaskgrp Tweets earned 9.9K impressions over this 64-day period (May 1-July 2)
- #BCWineChat (@MikeKlassen) June 24-25 Tweets earned 23.3K impressions over this 2-day period

Media Coverage

- Vue Weekly/Mel Priestly: Legislation overhaul is needed to keep up with the growth of the BC wine industry (May 26 – leading up to the survey)
- Anita Sthankiya/Kelowna Now: B.C. Wine Group Wants Bold Changes For the Future (June 15)
- Peter Mitham/Wines and Vines: B.C. Eyes New Wine Appellation Rules (June 19)
- Anthony Gismondi/Vancouver Sun: Wine awards entries soar (June 19)
- Anthony Gismondi/Pique Newsmagazine: Export — or die. B.C. wine retools for the 21st century (June 29)
- Kurtis Kolt/Georgia Straight: B.C. wine industry at a tipping point (July 2)

Findings

The Findings section begins with a description of the survey respondents – wine producers, industry stakeholders and consumers. Next the findings from each key area including appellations, certification of origin, BC VQA and tasting panels, and audits is presented. Within these subsections, quantitative data is presented in graphs and text, followed by themes and quotes from open-ended questions.

About the respondents

- 849 individuals responded to the survey. Of these 724 responses were sufficiently complete to include in the analysis. (52 respondents opened the survey and did not continue; the remaining incomplete responses stopped after 1-2 questions).
- 25% (N=181) of the respondents were wine producers, 34% (N=246) were industry stakeholders, and 41% (N=297) were consumers

Wine producers

- Three quarters of wineries that responded to the survey were from the Okanagan and nearly 10% were from Vancouver Island:

Region	% of respondents
Okanagan	77%
Vancouver Island	9%
Similkameen Valley	4%
The Gulf Islands	1%
Fraser Valley	1%
Other	8%

- Two thirds (66%) represented small facilities, wineries selling less than 60,000 litres of wine; more than one quarter (29%) represented medium wineries, wineries selling 60,000 - 700,000 litres of wine; and a handful (5%) represented large wineries, wineries selling more than 700,000 litres of wine.
- The majority of the wine producers were founders/proprietors/owners, winemakers and in oversight/operational roles:

Winery Role	% of respondents
Founder/Proprietor/owner	53%
Winemaker	18%
Operations, including CEOs and General Managers	13%
Sales/marketing	6%
All of the above	5%
Accounting/finance	2%
Assistant winemaker	1%
Human Resources	1%
Hospitality and events	1%

- 84% were members of the BC Wine Authority
- Over half (56%) submitted all their wines to the BC Wine Authority for BC VQA certification. One quarter (26%) submitted some and one fifth (21%) did not submit any of their wines.

Industry stakeholders

- The majority of industry stakeholders came from the Okanagan and Vancouver:

Location	% of respondents
Okanagan	36%
Vancouver	27%
Lower Mainland	12%
Greater Victoria	10%
Vancouver Island	8%
Interior	1%
Northern	1%
Outside of BC	5%

- There was a wide range of responses from wine industry stakeholders:

Stakeholder	% of respondents
Sommelier	15%
Winery employee	15%
Other*	15%
Independent grape grower	13%
Wholesale purchaser (retail liquor store)	12%
Hospitality/tourism owner/employee	11%
Media representative	9%
Wine agent/marketer/importer	5%
Industry association member	4%

* Other respondents included wine investors, government representatives, consultants, enology students, wine educators and three individuals who indicated they were interested in starting up a winery in the near future.

Consumers

- The majority of consumers came from the Lower Mainland and Vancouver:

Location	% of respondents
Lower Mainland	36%
Vancouver	29%
Okanagan	17%
Outside of BC	8%
Greater Victoria	5%
Vancouver Island	2%
Interior	1%
Northern	1%

- The ratio of male to female respondents was exactly half.
- There was a varied age range among respondents - just over one third (38%) were 26-45 and nearly two thirds (61%) were 46-60+.
- Three quarters (75%) of consumers reported drinking wine at least 2-3 times/week. An additional one fifth reported drinking wine at least once a week and the remaining 5% just a few times a month.

- The majority (82%) reported frequently drinking BC wine and the remainder reported sometimes drinking BC wine.
- Fifty-six percent of consumers reported at least half of their wine purchasing is BC wine. Nearly one third (29%) reported buying BC wine 25-50% of the time and just 15% said they buy BC wine less the 25% of the time.

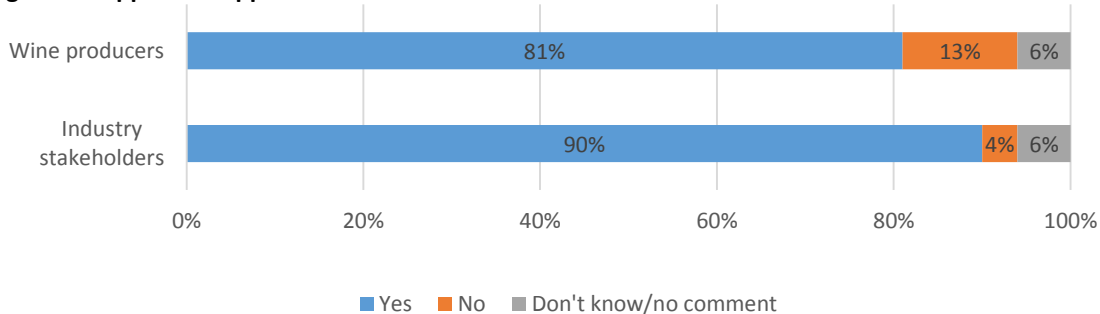
Appellations

BC currently has an appellation of origin standards system that divides wine growing regions into five areas (Okanagan Valley, Similkameen Valley, Fraser Valley and Vancouver Island and the Gulf Islands). Please note that this survey uses the term appellation. Geographical indicator is the official BC term for these existing appellations. For the purpose of this survey the two terms are being used synonymously.

Support for an appellation model for BC

The vast majority of respondents support an appellation model for BC, with wine producers being just slightly less in favour than industry stakeholders (figure 1).

Figure 1. Support for appellation model for BC



Wine producers who **did not support** an appellation system for BC provided the following reasons:

- The industry is too young for appellations
- Fear of more 'red tape' and audits
- It's just not a priority
- Buying / using grapes from outside of one particular sub-appellation or bench
- Feeling that it is not necessary to consumers

The present 5 GI's mostly represent varied growing areas which is the purpose of the GI. I know BC quite well and honestly cannot see a differentiation (other than for marketing purposes) why the Vancouver Island and Gulf Islands are different. For sub-GI's I feel that we are too young of an industry to discern the exact boundaries of the sub-GI's. Even the boundaries of the Golden Mile seem to be up for a legal challenge. When the BCWA approves areas as sub-GI's they are, in effect, saying that a property adjacent to the sub-GI is of less value than the neighbour property inside the GI. Very tricky legal position to be in... - Wine producer

Industry stakeholders who **did not** support an appellation system for BC gave the following reasons:

- Stands to restrict growth in the industry
- Confusing for the consumer
- The BC industry isn't ready for this yet

Of those who support an appellation model for BC, the majority of wine producers and industry stakeholder **are** concerned with wineries using names of regions/places on their labels when these terms are not legally controlled (figure 2), **do** support the creation of additional appellations in developing wine regions of BC that are not currently in a geographical indicator (figure 3), and **do** support the creation of sub-appellations within existing geographical indicators (figure 4).

Figure 2. Concern with wineries using names of regions/places on labels when terms are not legally controlled

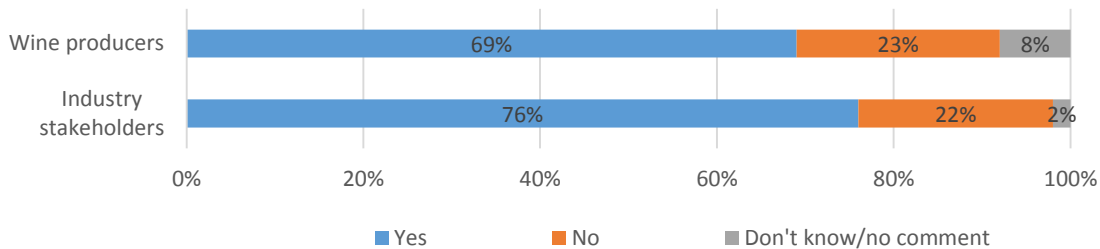
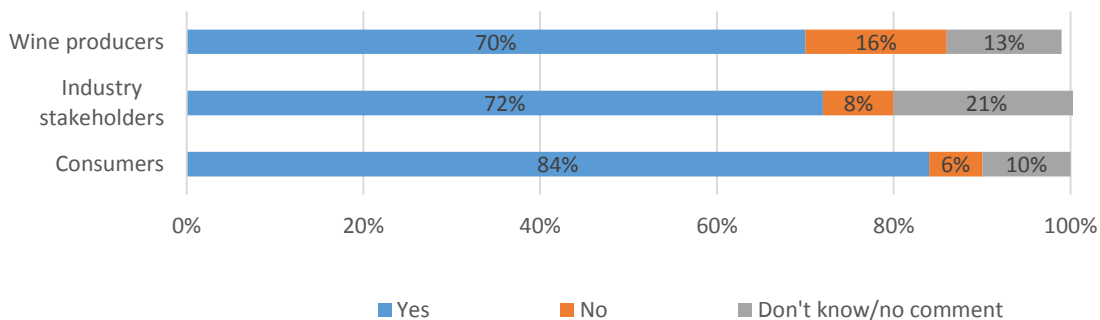


Figure 3. Support for the creation of additional appellations in developing wine regions of BC that are not currently in a geographical indicator



The top three reasons wine producers support the creation of additional appellations in developing wine regions of BC that are not currently in a geographical indicator are:

- To improve clarity
- To inform / educate consumers
- To support new wine regions that are emerging / are still to emerge

As is, the geographical indicators are too broad in scope. The mesoclimates, and more importantly, the soils vary greatly from site to site within the GIs. A prime example is the volcanic soils of Mt. Boucherie compared to the sandy loam and glacial tills of south Kelowna. As the region matures it will be essential for us to be specific about our terroir and what makes our sites unique. - Wine producer

Wine is about a true sense of place not a consistent coca cola product achieved by blending a recipe to achieve what the consumer wants then hiding it under a regional brand that has some clout. We need truth in our wines and on our labels to preserve the true meaning of wine. Canadian wine can achieve greatness but not with muddied waters. - Wine producer

Authentic wine always speaks to a place. - Wine producer

The top reasons industry stakeholder support the creation of additional appellations in developing wine regions of BC that are not currently in a geographical indicator are:

- To improve accuracy (transparency, authenticity, clarity)
- To inform consumers
- To support future expansion and growth of the industry

I like to know where I'm getting my food from, why wouldn't I ask the same of my wine and spirit producers. - Industry stakeholder

Focusing on specific geographic locations brings recognition to specific characteristics of terroir that are sought after in distinguishing aspects of quality. - Industry stakeholder

Sense of place is one of the most important factors in knowing a wine. - Industry stakeholder

The top three reasons wine producers and industry stakeholders do not support the creation of additional appellations in developing wine regions of BC that are not currently in a geographical indicator are that:

- The industry is too young / it is too early
- It is too expensive to create / market
- It creates too much confusion for consumers

It's too early. Other regions need to become more established first. - Wine producer

Don't want too many small areas. Will confuse consumers. BC areas are just too small.
- Wine Producer

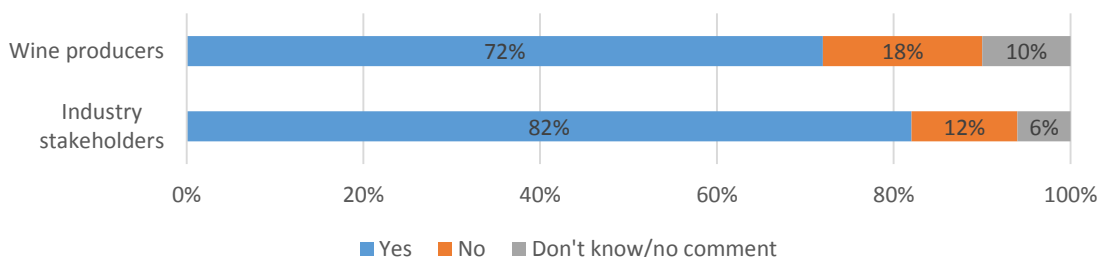
Marketing cannot drive appellations. Only geography and soil difference can be the true indicator.
- Industry stakeholder

These areas can use the GI BC and vineyard designation. For the most part they are small areas with few producers, difficult to market new appellation. - Industry stakeholder

Support for the creation of a sub-appellation model for BC

The majority of wine producers (72%) and industry stakeholders (82%) support the creation of a sub-appellation model for BC.

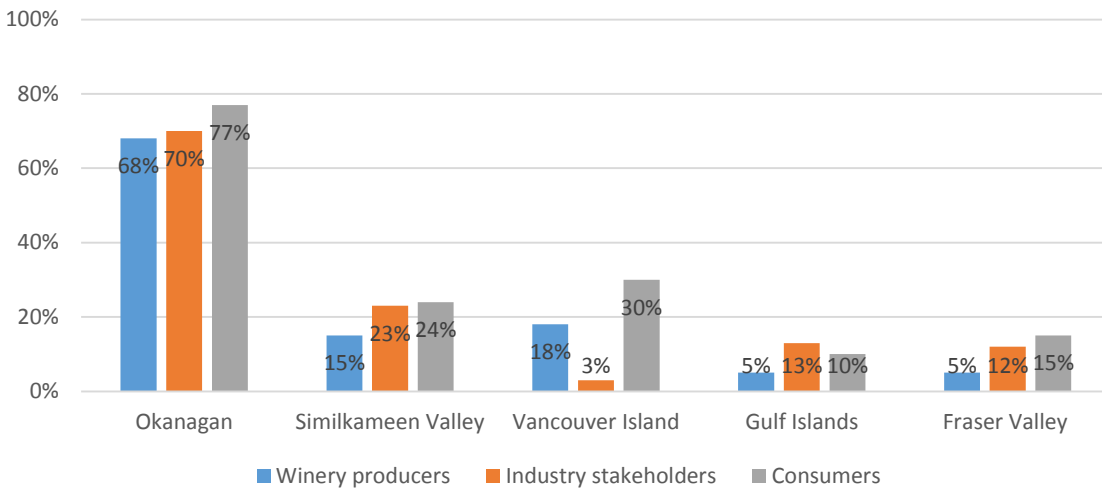
Figure 4. Support the creation of sub-appellations within existing geographical indicators



The majority (80%) of consumers report that the creation of additional sub-appellations would make the understanding the origin of BC wines clearer.

The majority of all stakeholders support the creation of sub-appellations for the Okanagan, in particular (figure 5). While there is mixed but limited support for sub-appellations in other regions of BC, very few respondents report that the appellations should not have sub-appellations.

Figure 5. Support for the creation of sub-appellations across the province



Further analysis for this question explored winery regions and sizes and provided further support for the creation of sub-appellations in the Okanagan, particularly from those wine producers in the Okanagan and the Similkameen Valley:

Wine producers responding from the Okanagan

- Of the 60 respondents representing small wineries in the Okanagan that responded to this question, they *all* said yes to creating sub-appellations in the Okanagan. Twelve (20%) responded positively for the Similkameen Valley and Vancouver Island and just three (5%) for the Gulf Islands and Fraser Valley.
- Of the 49 respondents representing medium wineries in the Okanagan 35 (71%) said yes to creating sub-appellations in the Okanagan. A quarter responded positively for the Similkameen Valley (23%) and Vancouver Island (29%) and just three for the Gulf Islands and Fraser Valley.
- Of the nine respondents representing large wineries in the Okanagan eight said yes to creating sub-appellations in the Okanagan; one said yes for the Similkameen Valley and none responded positively for the other regions.

Wine producers responding from the Similkameen Valley

- Of the seven respondents from the Similkameen Valley (all from small wineries) just three responded positively for creating sub-appellations in the Similkameen Valley. Four responded positively for Vancouver Island, three for the Fraser Valley and just one for the Gulf Islands.

Wineries responding from Vancouver Island and the Gulf Islands

- Of the 18 respondents representing small and medium wineries on Vancouver Island just four said yes to creating sub-appellations on Vancouver Island and only one said yet for the Gulf

Islands. Seven responded positively for the Okanagan, two for the Similkameen Valley, and one for the Fraser Valley.

- Of the two respondents representing small Gulf Island wineries one of two said yes to creating sub-appellations on the Gulf Islands only.

Wine producers responding from the Fraser Valley

- Of the two respondents representing medium Fraser Valley wineries one of two said yes to creating sub-appellations in the Okanagan only.

Most of the general comments from wine producers were regarding the Okanagan region itself, that the vast size and varying micro-climates created a need for further sub-appellations. A few respondents indicated sub-appellations should begin with association with a village. A few respondents also indicated their dissatisfaction with the creation of the Golden Mile Bench. Many respondents indicated they were unfamiliar with regions outside of their own and were unable to accurately respond to this question.

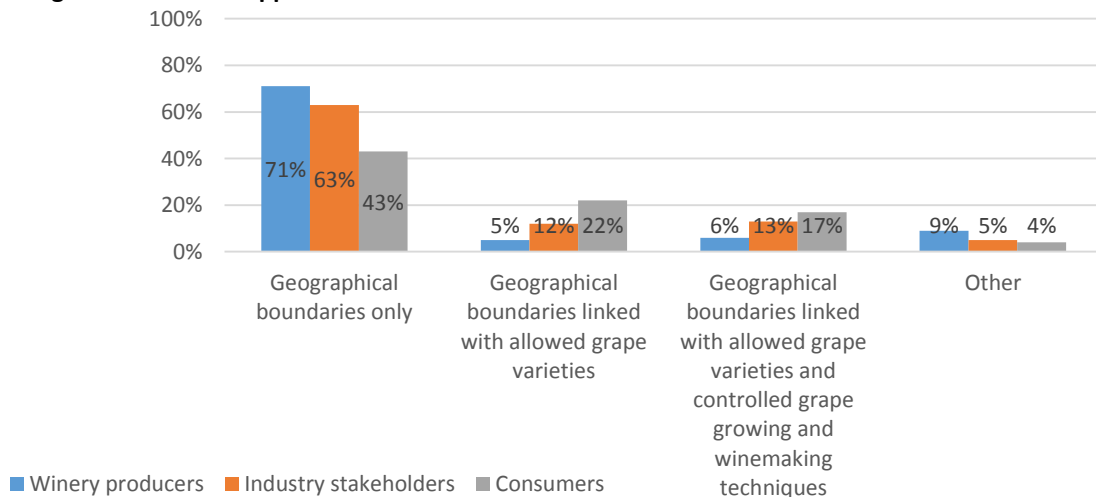
Sub-appellations should have defined geographical boundaries that relate to micro-climates and using words that don't confuse. The word Bench in the Golden Mile is a mistake - has not been used historically and confuses with Naramata Bench which is already branded. - Wine producer

Most general comments from industry stakeholders were in agreement that the Okanagan should have sub-appellations due to large geographic size and varying micro-climates. There was a desire for consistency in how sub-appellations would be determined.

Categorization of sub-appellations

The majority of respondents state they would prefer to see the creation of further sub-appellations within existing appellations by geographical boundary only (figure 6). This is particularly the case from wine producers. Approximately 10% of respondents did not know or have an opinion about this question.

Figure 6. Categorization of sub-appellations



Of those selecting “other” criteria for the creation of sub-appellations, wine producers and industry stakeholders indicate it should be by geographical boundary in combination with other technical criteria.

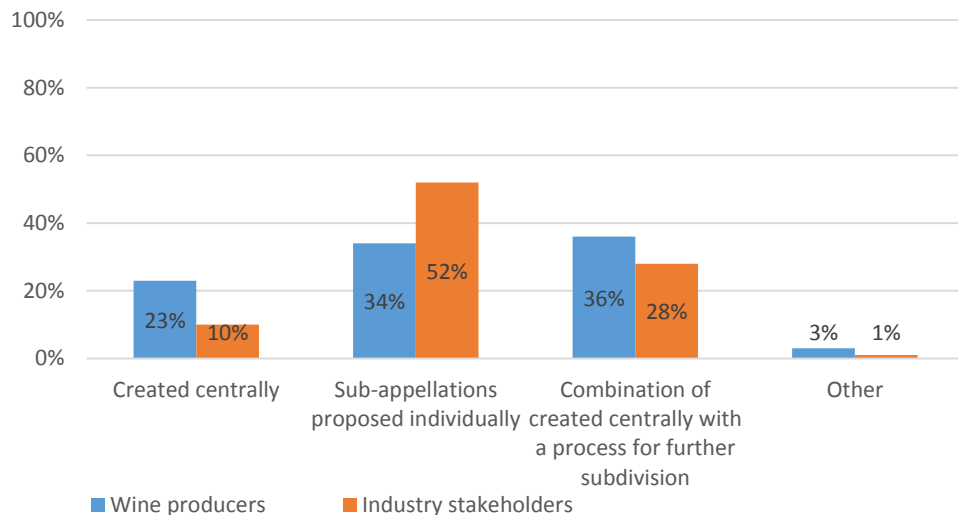
Geographical indicators where it makes sense, re-enforced by geological science, with villages being the unifying theme, as they are better understood by the public. - Wine producer

Geographical boundaries and controlled grape growing are most important. I believe it complicates things too much to control grapes varieties and winemaking techniques too much. It should be clear and flexible. Too many levels of confusion like, IGT, IGP, VDQSP, VDP, DOC, DOCG... - Industry stakeholder

Centralization of sub-appellations

Wine producers were mixed whether they would prefer to see sub-appellations proposed individually (34%) or in a combination of being created centrally with a process for further subdivision (36%). One quarter (24%) feel that a centralized process would be the preference. Wine industry stakeholders have a preference for individual proposals, followed by a combination of a central process with opportunity for further subdivision (figure 7). A handful, 5% of wine producers and 9% of industry stakeholders did not know or have an opinion about this question.

Figure 7. Centralization of sub-appellations



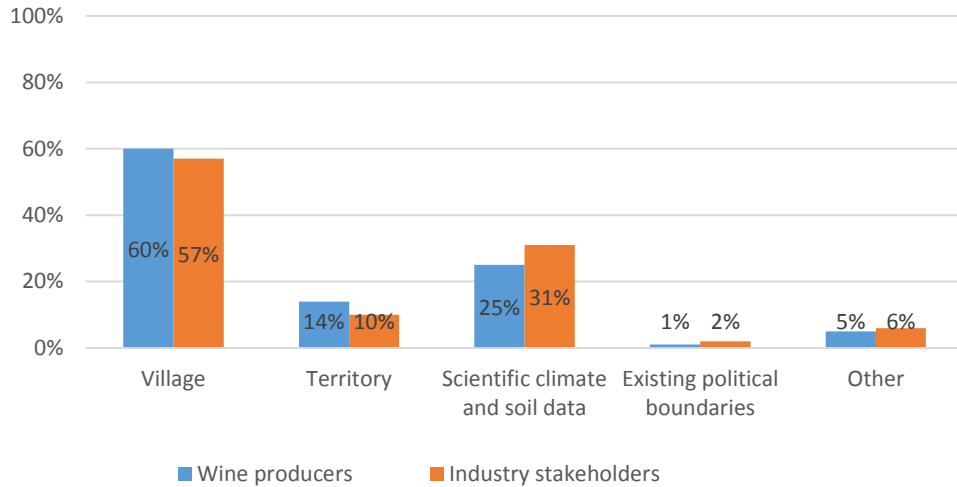
As long as integrity is not compromised and the process does not extend for too long, then sub-appellations could be created centrally. - Wine Producer

We have to create all appellations for all wineries first - some aren't covered today, then sub-appellations. - Industry stakeholder

Meaningful categorization of sub-appellations

The majority of wine producers and industry stakeholders feel for consumers, wineries and marketing bodies alike, the method to follow for further exploring a breakdown of existing appellations into further sub-appellations is by Village (figure 8). A secondary preference is by scientific climate and soil data.

Figure 8. Meaningful categorization of sub-appellations



Of the wine producers who provided input into other methods, they seem to favour a combined approach, as supported by the following comments:

By village/geographical feature would be good to help the consumer identify those regions but as a scientist and technician I think it would be better to do it by scientific climate and soil data.
- Wine producer

Combination of village/geographical feature and scientific climate and soil data.
- Wine producer

First, broad divisions followed eventually by further divisions as unifying features become apparent.
- Wine producer

Sub-appellations aren't marketing groups--they share like scientific data not a postal code.
- Wine producer

Village and geographical features hopefully supported by geological science where applicable.
- Wine producer

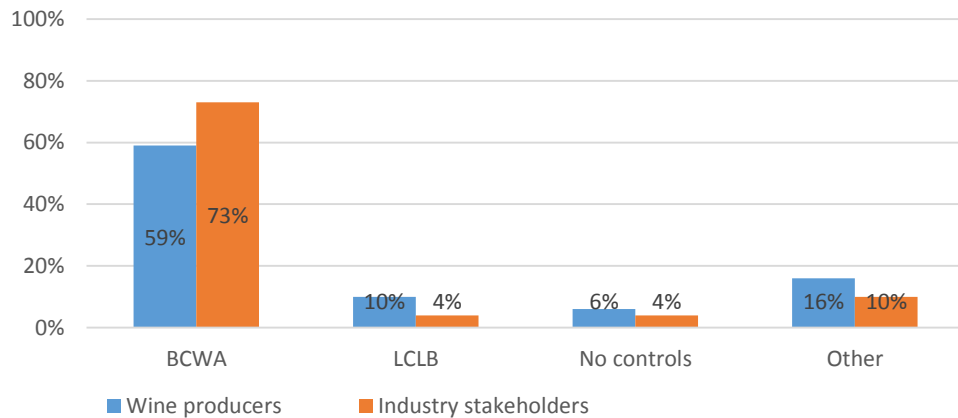
Industry stakeholders support a combined approach as well:

By scientific climate and soil data, but named as closely as possible by village/geographical feature. If it turns out that meaningful, boundaries are better described by territory, I would prefer that. I would like to see starting general - soil and climate, and then going further by geographical features, like France does.
- Industry stakeholder

Regulation of region/place names on wine labels

There is strong support from both wine producers and industry stakeholders that the BC Wine Authority should regulate the use of region/place names on wine labels (figure 9). Approximately 10% of respondents did not know or have an opinion.

Figure 9. Regulation of region/place names on wine labels



The majority of wine producers who selected “other” indicate the BCWA with conditions. Example conditions include the BCWA changing its structure to include governance by individuals with an agronomic background and knowledge of terroir and winemaking and the BCWA working together with the BCLB or the BC Ministry of Agriculture.

BCWA should control those terms regulated by the BC wine standards. Other references to place name not subject to BCWA regulations need not be controlled. References to town names on back labels as source of origin of grapes does not need regulated. - Wine producer

I would have supported an industry body like the BCWA however as it stands now, GI terms are approved by the Agriculture Minister. I don't support the producers in a region losing a term that they've created i.e. Naramata Bench to be handed over to a government body. - Wine producer

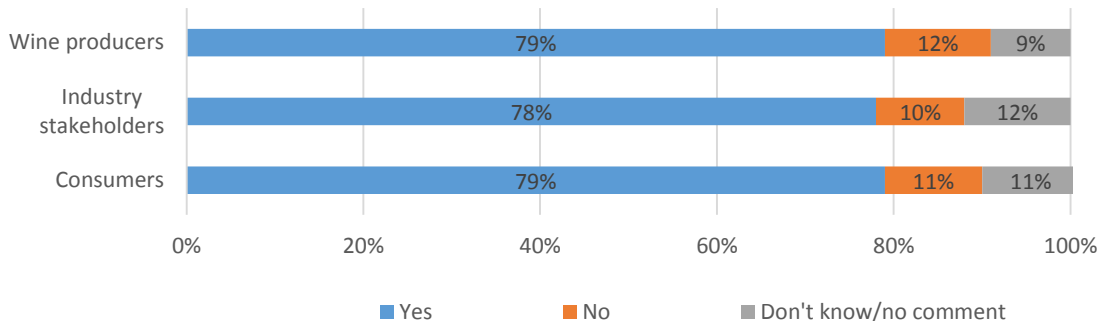
While several wine producers and industry stakeholders suggested another body should regulate the region/place names on wine labels they did not indicate whose responsibility this should be but they did bring forward their concerns regarding creating a system with more regulations.

Certification of origin

Certification of origin complies with BC wine licensing regulations to state that 100% of grapes come from BC. Currently, certification of grape origin is voluntary, provided wineries do not submit their wines to the BC Wine Authority.

There appears to be consensus among wine producers, wine industry stakeholders and consumers that certification of origin should be mandatory for all wines made from 100% BC grapes (figure 10).

Figure 10. Support certification of origin being mandatory for all wines made from 100% BC grapes



Of those wine producers who support certification being mandatory, the following themes emerged:

- To protect the consumer
- To ensure equality to all wine producers
- To provide truth in labelling
- To distinguish from Cellared in Canada

Consumer protection and the ability for our industry to be world class. - Wine producer

Unless this is compulsory it diminishes the value of BC wines for all, we need a level playing field for all wineries that have the benefit. - Wine producer

This is important as some of the larger wineries owned by corporations have been caught using non BC grown grapes. - Wine producer

Stakeholders support certification of origin being mandatory for the following reasons:

- Consumer awareness, trust, information
- Indicates and maintains quality
- Truth in labelling / honesty
- Consistency (messaging and product)

Yes, so customers are clear where their wine/grapes really came from and dissolve the import wine bottled in BC huge issue and shameful practice! - Industry stakeholder

Very important and helpful to consumers...truth in packaging/labelling. Also supports the marketing efforts of BC wines. - Industry stakeholder

Of consumers who felt “yes” to certification being mandatory, the following responses were provided:

- Provides clarity
- Consumer wants to know purchasing BC product
- Quality control
- Trust

Of those wine producers who **do not** support certification of origin being mandatory, the reasons given include:

- Concern over red tape/bureaucracy
- Should be producer’s own decision
- Unnecessary

I see it as a marketing benefit. If winery doesn't want to do it then it is their decision and potential loss.
- Wine producer

It is my understanding that Excise already fulfils this requirements to some degree, I can see no further reason for certification. - Wine producer

Of stakeholders who indicate that certification **should not** be mandatory, the following reasons were provided:

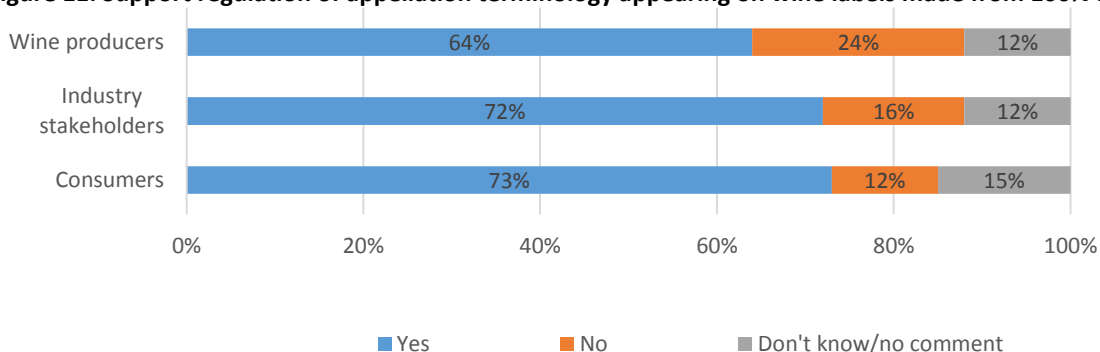
- Industry is already over-regulated
- Should be choice of producer
- Should have the option to use for marketing reasons

Regulation of appellation terminology

While the majority of all three stakeholder groups support the regulation of appellation terminology appearing on wine labels made from 100% BC grapes being mandatory, wine producers are slightly less in favour (figure 11).

The majority of wine producers, industry stakeholders and consumer indicate their support for regulation of appellation terminology. The main reasons in support of this regulation is consistency for the consumer, building confidence in the consumer and truth in labelling. Of those not in favour of regulating appellation terminology, respondents generally feel this should be voluntary and is generally not necessary.

Figure 11. Support regulation of appellation terminology appearing on wine labels made from 100% BC groups



Of wine producers who support mandatory regulation of appellation terminology appearing on wine labels 100% BC wines, the following reasons were provided:

- Protects consumer, improves consumer confidence
- The need to be consistent
- Truth in labelling

If you're going to make an appellation it should be regulated. Otherwise what's the point?
- Wine producer

Informs the wine buying public of what's in the bottle. - Wine producer

Only if it is not under the existing BC VQA program which is an epic disorganized, misrepresented disaster. In fact I support no changes or mandatory involvement if it is tied to the BC VQA program and will choose to operate outside the system. - Wine producer

Of stakeholders who support mandatory regulation of appellation terminology appearing on wine labels 100% BC wines, the following reasons were provided:

- Consistency of messaging, for public education
- Transparency
- Truth in labelling
- Improves, ensures, denotes higher quality

Of consumers in support of mandatory regulation of appellation terminology, the main reasons include:

- Clarity for consumers
- Consumer education
- Builds confidence
- Builds trust

Of wine producers who **do not** support mandatory regulation of appellation terminology appearing on wine labels 100% BC wines, the following reasons were provided:

- Origin of grape is the real issue
- Should be up to each individual winery
- If the wine is certified, this is not necessary

I think if you are going to put appellation terminology on your label you should expect to be audited to verify that, however if you would like to opt out of the audit process should be able. This however means that you cannot put appellation terminology on your labels. - Wine producer

If BC wines are certified to be using 100% BC grapes then this is not necessary. - Wine producer

Of stakeholders who **do not** support mandatory regulation of appellation terminology appearing on wine labels 100% BC wines, the following reasons were provided:

- Should be voluntary
- Do not need more regulations
- Should/would be used for marketing

Certain areas may experience great growing and wine quality years and take advantage of this. In the years where they may not perform like other regions it may cause the consumer to think it's synonymous to the rest of the Okanagan Valley. The labelling of these terms will likely be used by the marketer to sway the consumer to their wine versus another great BC wine so this labelling will likely cause in-house competition. I feel the real competitors are those outside the BC market. - Industry stakeholder

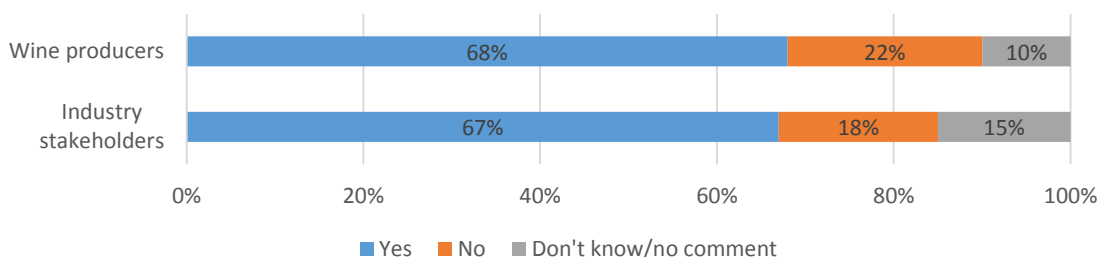
Of consumers **not in support** of mandatory regulation of appellation terminology, the main reason is that it is not necessary or it is excessive.

Geographical indication certification

Two thirds of both wine industry stakeholders and wine producers indicate that wines with geographical indication should be certified (figure 12).

Wine producers and industry stakeholders believe wine with geographical indication should be certified to provide truth in labelling and instill confidence in the consumer. Increased cost and fear of more bureaucracy were given as the main reasons for not supporting certification of geographical indication.

Figure 12. Belief that wines with geographical indication should be certified



The main reasons given by wine producers in support of geographical indication being certified include:

- Truth in labelling
- Consumer confidence / protection
- Accuracy

Authenticity is important and I believe that the consumer believes that geographical indicators appearing on bottles of wine they purchase are truthful and are subject to checks and balances by the bodies that regulate wine production. - Wine producer

Stakeholders in support of geographical indication being certified gave the following reasons:

- Clarity for the consumer
- Consistency
- Transparency and authenticity

At some point all of the wineries need to play by the same rules, otherwise they are just playing with themselves and BC will never be taken seriously on the international stage. - Industry stakeholder

Again, consumers have been misled and misinformed due to a lack of information, and vague phrasing/denominations on wine labels that has been this far permitted. The control would benefit consumers. - Industry stakeholder

Of wine producers **not in support** of geographical indication being certified, the primary reasons were:

- Cost
- Increased red tape/ bureaucracy / inspections

It might mean small wineries have to go through a lot of red tape. There is enough already.
- Wine producer

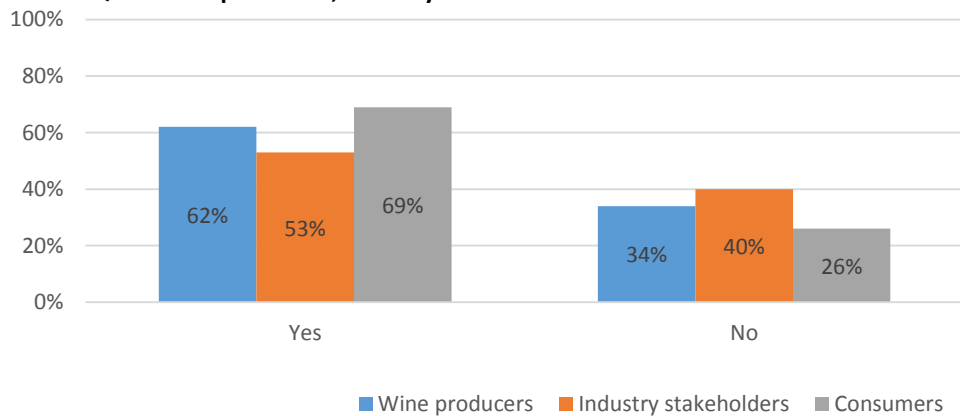
Of stakeholders **not in support** of geographical indication being certified, the primary reason, overwhelmingly was that this should be voluntary / left up to each winery.

BC VQA and tasting panels

Importance of BC VQA

BC VQA appears to have moderate importance, most notably to consumers, with 69% indicating BC VQA is important to them, followed by wine producers, with 62% who feel this way (figure 13). BC VQA is least important to industry stakeholders. Approximately 5% of respondents did not know or have an opinion.

Figure 13. Importance of BC VQA to wine producers, industry stakeholders and consumers



Wine producers responding that BC VQA is important to them, gave the following reasons:

- Valuable marketing tool
- Access to BC VQA stores
- Consumer confidence
- Upholds a standard / quality
- Guarantees origin (100% BC grapes)

It currently is the only guarantee of origin if it went away something else with rigor would have to replace it; A lot of brand \$\$ tied up in BC VQA that would be a shame to throw away. - Wine producer

I believe there is equity in the BC VQA designation and I believe the consumer has been educated to understand that a wine that has the BC VQA designation comes from 100% BC-grown grapes.
- Wine producer

For stakeholders responding that BC VQA is important to them, the following reasons were provided:

- Consumer confidence
- Certification of origin (100% BC grapes)
- For marketing
- Quality control

It is the only body that sets a current Minimum standard and provides audit protection of that standard.
- Industry stakeholder

It gives the customer assurance, and it is done in all of the most respected wine growing regions.
- Industry stakeholder

It certifies that grapes come from BC, on that note I believe the program should be run by a governing body and be made mandatory if a winery chooses to label a specific appellation. - Industry stakeholder

Consumers reporting that BC VQA is important to them gave the following reasons why:

- Assurance of origin
- Ensures quality
- To support BC wine

Wine producers who responded that BC VQA is **not important** to them gave the following reasons:

- Standards are too low
- Too expensive
- Not rigorous enough
- Irrelevant and inconsistent
- Was relevant 25-30 years ago but not anymore

Stakeholders who responded that BC VQA is **not important** to them gave the following reasons:

- It is voluntary
- It is no longer relevant
- It is not necessary

Consumers reporting that BC VQA is **not** important to them gave the following reasons why:

- It is voluntary
- It is subjective
- There are good wines that are not BC VQA

Nearly all (95%) of consumers report that prior to taking the survey they were aware of what BC VQA means. Almost three quarters of consumers indicate always (28%) or often (44%) checking the wine label for BC VQA.

According to the majority of consumers BC VQA is a program with mixed results as not all wines that carry BC VQA make a quality statement. As well, consumers feel that BC VQA is less important than the reputation of a winery in providing a guide to select a quality BC wine.

The most important moves the BC wine industry could make, according to consumers, to elevate its image as a quality producer of wine is to (1) certify vineyards for quality farming practices (2) create a sub-appellation system and (3) have a mandatory registry and audit system for all wine made in BC. Of consumers who selected “other” for the most important move the BC wine industry could make to elevate their image, the following suggestions were provided:

- Improve tasting panels
- Improve exporting to other provinces and internationally
- Lobby for tax cuts
- Get rid of Cellared in Canada

Higher caliber tasting panel and certification process. - Consumers

Change the liquor laws to enable easier, cheaper exporting of BC wines to places around the world. - Consumers

Lobby for tax cuts to reduce the expense of producing BC wines AND pass that on to the consumer. - Consumers

Instead of implementing additional (and costly) registration and audit systems, those funds could be put into a subsidy and logistics fund which wineries could access to get their wines into a wider variety of international wine competitions. This would build global media awareness, which is in turn reported on here in BC. - Consumers

Have European winemakers endorse our wines, have WAY more BC wines on wine lists. - Consumers

Interestingly, less than half of both wine producers and wine industry stakeholders (45%) feel that BC VQA influences consumers’ buying decisions. The top influencers for buying wine, as reported by consumers are grape varietal, price and winery reputation.

Wine producers responding “yes” BC VQA influences customers’ buying decisions gave the following reasons:

- Adds credibility
- Guarantees origin of grapes
- Provides assurance of quality

*Note, many responses indicated that *sometimes* BC VQA influences customers’ buying decisions

We are asked multiple times throughout the season if we are BC VQA certified. Consumers are aware of the quality standard of BC VQA wineries. - Wine producer

BC VQA is a recognizable certification and signifies local wines, which is what many consumers are looking for. - Wine producer

They are seeking assurance for quality and the origin of grapes. - Wine producer

Wine producers responding that BC VQA **does not** influence customers' buying decisions gave the following responses:

- Public is not informed enough
- Customers purchase quality wine, not because it is BC VQA
- Because BC VQA is not mandatory

Most new wine drinkers don't really know what BC VQA is vs. non BC VQA. This is a CIC [Cellared in Canada] debate. Ban CIC and then we'll have something to talk about. And be proud of. - Wine producer

Many high-end wineries choose not to join BC VQA - low quality wines need BC VQA to justify that they are ok.
- Wine producer

Because the system is somewhat broken right now - it has become almost meaningless to most consumers in BC at least. It is important to export markets, though. - Wine producer

I have never had anyone not buy because I was not BC VQA. - Wine producer

Stakeholders responding that BC VQA **does not** influence customers' buying decisions gave the following responses:

- Public does not understand BC VQA
- It isn't well known
- Many good wines are not BC VQA

There are just too many wines on the shelf, many imported and at better price points than BC VQA wines. I think price is a more common selection method for consumers than BC VQA, or any other appellation, status. - Industry stakeholder

The consumer will either like the wines being tasted or will not regardless of any logo.
- Industry stakeholder

Improvements to BC VQA

Wine producers provided advice on how the BC VQA should be improved including eliminate or improve the panels, set higher quality standards and include industry people on the panels. Industry stakeholders felt the BC VQA could be improved by combining tasting with lab analysis, including wine experts on the panel and raising the standards.

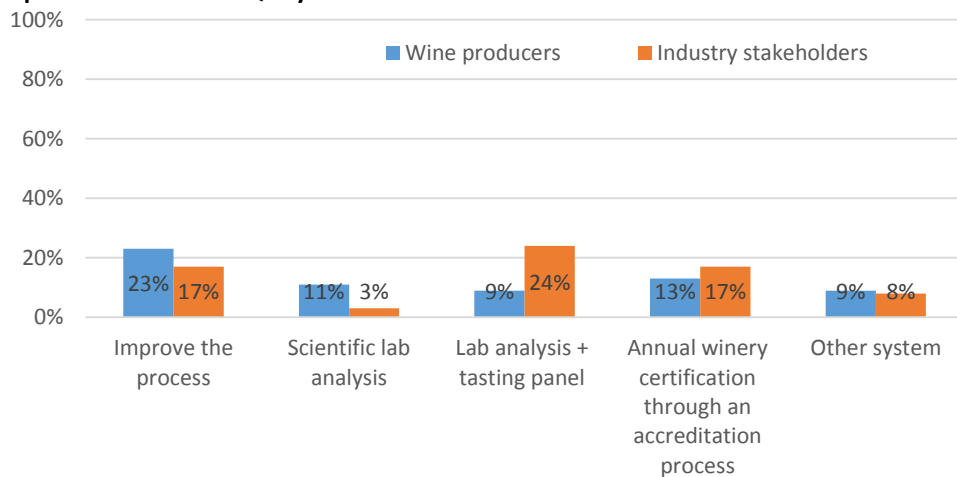
Have qualified personnel on the tasting panel that are assessed and certified for skill; recognize flaws in wines and variations in varietal expression; the tasting panel should also determine minimum quality standards. - Wine producer

It is currently served with lab analysis submitted with the wines to be sampled by tasting panels. The faults that are identified under the wines of marked quality rules need to be updated and reviewed. The tasting panel format I believe to be fair to the wine submitted, Producers who choose to use the BC VQA designation should take a more active role in the fault education and presentation process.
- Industry stakeholder

While respondents do appear to have support for the concept of BC VQA very few wine producers (13%) or industry stakeholders (11%) feel that BC VQA should continue as it is. Rather than disbanding BC VQA though, wine producers and industry stakeholders would like to see some improvements and a different system used to determine wine standards (figure 14).

As the findings to this question regarding how the BC VQA should function were inconclusive, differences among winery sizes and whether wineries were a member of the BCWA and/or submit their wines to BC VQA were explored to uncover more meaningful findings. However, as so many variables were considered (eight options as to how BC VQA should function; winery size: small, medium, large; BCWA member: yes, no; submission of wines to BC VQA: yes, all; yes, some; none) the sample sizes became too small to provide significant results. In fact, attempting to suggest key differences would actually be more dangerous to draw conclusions.

Figure 14. Suggested improvements to BC VQA system



Wine producers who would like to see the BC VQA be ‘replaced by’ gave the following suggestions:

- Tasting and lab analysis
- A national standard

The tasting should be done by 1/3 winemakers, 1/3 restaurant and trade, 1/3 producer, the lab analysis need to be requested but there should be a better way to control that the analysis sent are the actual results corresponding to the wine presented. The acreage and the production should be reported every year with a maximum yield to respect mid-December of each year. - Wine producer

Stakeholders who would like to see the BC VQA be ‘replaced by’ gave the following suggestions:

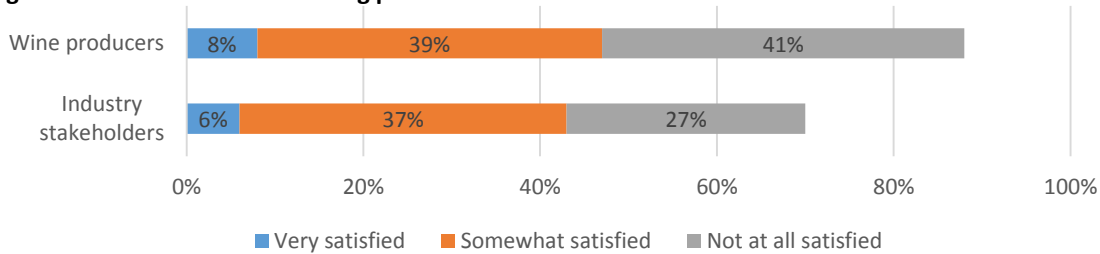
- Appellation (or sub-appellation) system
- Certificate of origin

The GI/appellation system. If only 100% BC wines can have a GI/appellation label, it removes the need to have a BC VQA and also removes the confusion with BC and Ontario's BC VQA system. Wine quality can and should be controlled under the regulations by the GI/appellation system. Those systems could include lab analysis and/or other standards. - Industry stakeholder

Tasting panels

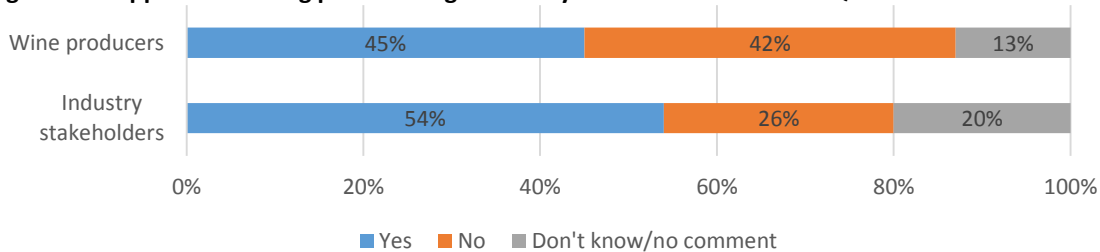
The majority of wine producers are only somewhat satisfied (39%) or unsatisfied (41%) with tasting panels as they currently exist (figure 15). Only 8% are satisfied with the tasting panels. Industry stakeholders share these feelings, with only 6% being very satisfied and the majority being somewhat (37%) or unsatisfied (27%). Worth noting is that 11% of wine producers and 29% of industry stakeholders did not know or have an opinion about this question. The majority of wine producers and industry stakeholders agree that tasting panels add no benefit to the industry in the existing structure. Those that did report on benefits of tasting panels indicate they provide a standard of quality.

Figure 15. Satisfaction with tasting panels



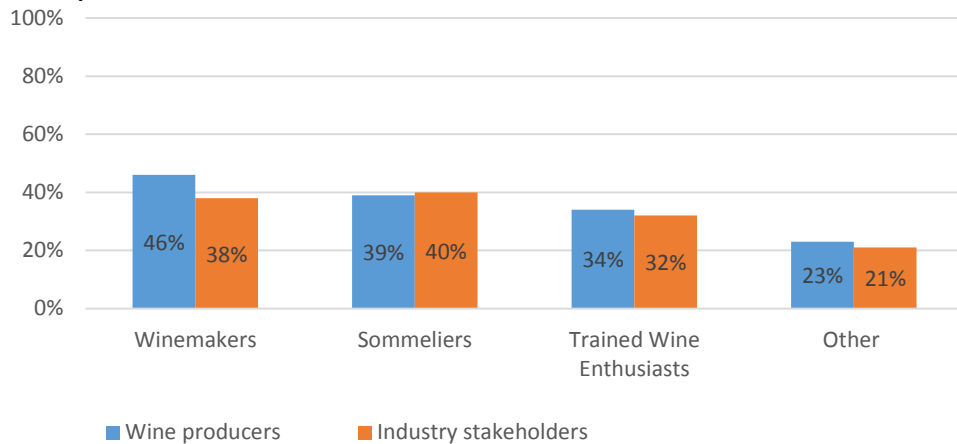
In light of the issues raised with tasting panels, approximately half of the respondents (45% of wine producers and 54% of industry stakeholders) feel that tasting panels are necessary to assess faults in BC VQA wines (figure 16). One quarter (26%) of industry stakeholders and 42% of wine producers feel they are not necessary. (13% and 20% of wine producers and industry stakeholders, respectively, did not know or have an opinion.)

Figure 16. Support for tasting panels being necessary to assess faults in BC VQA wines



The majority of wine producers and industry stakeholders feel that winemakers (providing they are not tasting their own wines) and sommeliers, followed by trained wine enthusiasts with no wine industry connections should sit on the sensory panel of judges (figure 17).

Figure 17. Tasting panel composition



Winemakers recognized, credible, internationally experienced wine writers or media. - Wine producer

Not only winemakers, but the panels should be university trained in the field of Enology and Viticulture.
- Wine producer

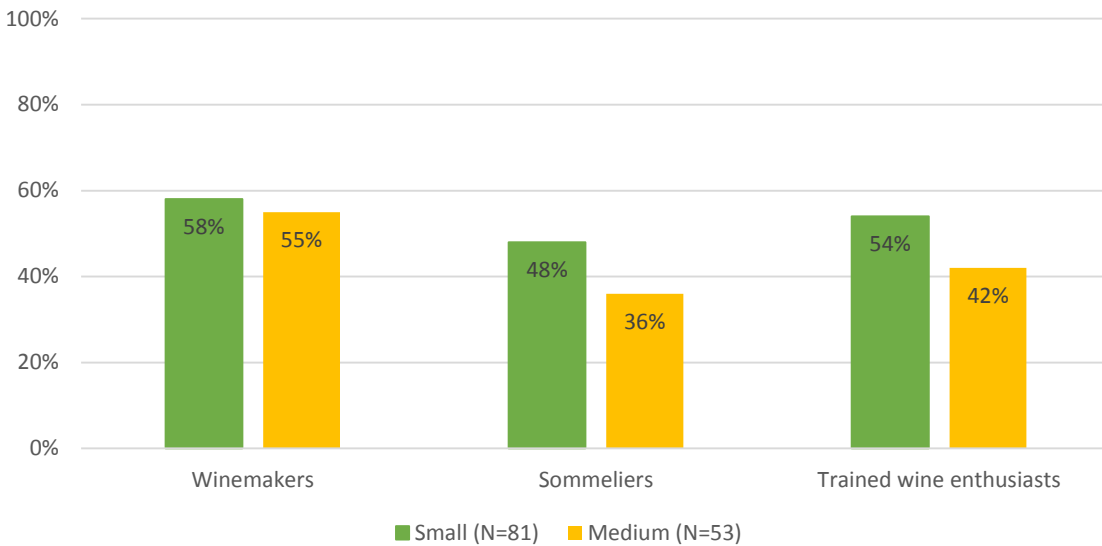
Trained wine enthusiast, sommeliers and others who are adequately trained but independent of winery industry. - Wine producer

Professional tasting people with certified accreditation! - Industry stakeholder

Industry professionals - winemakers, hospitality, retail, writers, etc. - Industry stakeholder

Data was further explored to look for differences among winery sizes. As figure 18 demonstrates, there is little difference among the small and medium wineries regarding winemakers, just over half support winemakers being on the panel. Slightly more small wineries (nearly half, 48%) are in favour of sommeliers being on the panel than medium wineries (one third, 36%) and again slightly more small wineries (54%) support trained wine enthusiasts being on the panel than medium wineries (42%). As the sample size for large winery respondents is so small in comparison (N=9), the large wineries are not shown. Of the nine large winery respondents, six selected winemakers, two selected sommeliers and one selected trained wine enthusiasts.

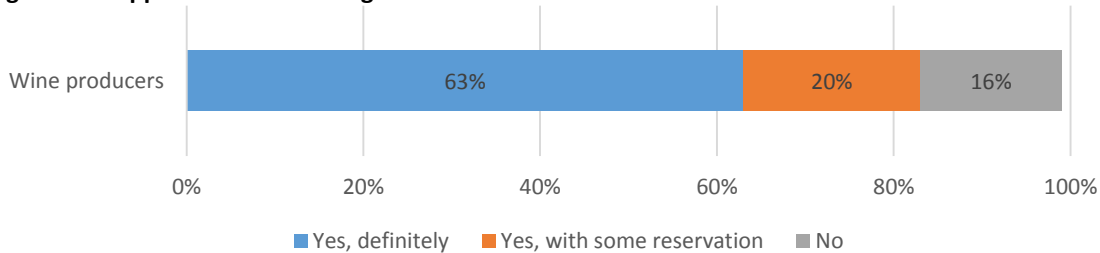
Figure 18. Tasting panel composition, by winery size



Audits

When wine producers were asked if they would support a recommendation by the BC Wine Appellation Task Group to harmonize audits from the BC Wine Authority, BC Liquor Licensing Branch and BC Liquor Distribution Branch, with a possibility to share information with Excise Canada, the majority were in agreement, with two thirds stating yes, definitely and one fifth stating yes, with some reservations (figure 19).

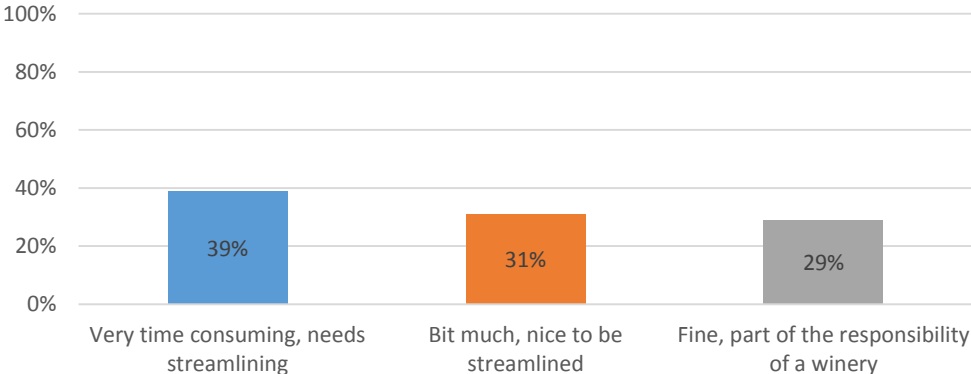
Figure 19. Support for streamlining audits



Wine producers were asked about harmonizing audits. Wine producers who responded “yes, with some reservations” wanted this to be mandatory for all wineries and ensure the process was a thorough as it is today without increasing the number of audits or the process becoming more complicated. Those that indicate “no” to harmonizing audits were mostly concerned with privacy, the sharing of information and the possibility of more regulations or being more cumbersome. Respondents feel this may not be possible with the listed agencies having different mandates.

When asked about the workload associated with complying with audit requirements while there were mixed opinions among the wine producers a small majority (39%) report that the audit process is very time consuming and that it needs to be streamlined (figure 20). The remainder feel it is fine, part of their responsibility as a licensed BC winery (29%) or that is a bit much and that it would be nice to see the audit process streamlined (31%).

Figure 20. Audit workload



Conclusion

This report has provided detailed results of the industry-wide survey conducted in July 2015. In presenting the results, careful consideration was given to the breakdown of participant groups (wine producers, industry stakeholders and consumers) and thorough quantitative and qualitative analysis to ensure the results would support the development of meaningful recommendations by the Task Group. What follows is a summary of the areas from the survey indicating clear direction for the Task Group and areas where no clear direction emerged.

Areas of consensus

Support for an appellation model in BC

- Wine producers and industry stakeholders support an appellation model for BC.
- Wine producers and industry stakeholders are concerned with wineries using names of regions/places on their labels when these terms are not legally controlled.
- Wine producers, industry stakeholders and consumers support the creation of additional appellations in developing wine regions of BC that are not currently in a geographical indicator.
- Wine producers and industry stakeholder support the creation of sub-appellations within existing geographical indicators, specifically in the Okanagan.
- Wine producers and industry stakeholders feel that in order for to consumers, wineries and marketing bodies alike, the method to follow for further exploring a breakdown of existing appellations into further sub-appellations is by village. A secondary preference is by scientific climate and soil data.
- There is strong support from both wine producers and industry stakeholders that the BC Wine Authority should regulate the use of region/place names on wine labels.

Support for certification of origin

- Support for certification of origin being mandatory for all wines made from 100% BC grapes
- Support the regulation of appellation terminology appearing on wine labels made from 100% BC
- Support for wines with geographical indication being certified

Satisfaction with tasting panels

- Wine producers and industry stakeholders are not satisfied with tasting panels in their current format.
- Improvements are requested regarding tasting panels, particularly surrounding changing the composition, improving training and creating minimum standards.

Streamlining audits

- Wine producers support a recommendation by the BC Wine Appellation Task Group to harmonize audits from the BC Wine Authority, BC Liquor Licensing Branch and BC Liquor Distribution Branch, with a possibility to share information with Excise Canada.

Areas for further exploration (no clear consensus)

Sub-appellations

- There are mixed feelings as to whether the creation of sub-appellations within existing geographical indicators in areas other than the Okanagan are necessary.
- There are mixed feelings as to how the creation of further sub-appellations within existing appellations would occur. There appears to be a tendency toward geographical boundary only.
- Wine producers were mixed whether they would prefer to see sub-appellations proposed individually or in a combination of being created centrally with a process for further subdivision.

BC VQA and tasting panels

- The importance of BC VQA is mixed. While stakeholders do see its value, in terms of influencing consumers' buying decisions, the top influencers for buying wine, as reported by consumers are grape varietal, price and winery reputation. BC VQA may support consumers' decisions to support local wineries.
- There are mixed opinions as to whether tasting panels are necessary to assess faults in BC VQA wines.
- There is not an overwhelming consensus on who should sit on the tasting panels. While there seems to be support for wine makers, sommeliers and trained wine enthusiasts there is not a clear direction as to a leading type of panel judge.

The key areas of consensus and for further exploration are summarized below on page 34.

Summary of findings: areas of consensus and areas for further exploration

Areas of consensus

Support for an appellation model in BC

- Concern with wineries using names of regions/places on their labels when these terms are not legally controlled.
- Support for the creation of additional appellations in developing wine regions of BC that are not currently in a geographical indicator.
- Support for the creation of sub-appellations within existing geographical indicators, specifically in the Okanagan.
- The method to follow for further exploring a breakdown of existing appellations into further sub-appellations is by village. A secondary preference is by scientific climate and soil data.
- Support for the BC Wine Authority regulating the use of region/place names on wine labels.

Support for certification of origin

- Support for certification of origin being mandatory for all wines made from 100% BC grapes
- Support for the regulation of appellation terminology appearing on wine labels made from 100% BC
- Support for wines with geographical indication being certified

Streamlining audits

- Wine producers harmonizing audits from the BC Wine Authority, BC Liquor Licensing Branch and BC Liquor Distribution Branch, with a possibility to share information with Excise Canada Wine producers would support the streamlining of the audit process.

Satisfaction with tasting panels

- Wine producers and industry stakeholders are not satisfied with tasting panels in their current format.
- Improvements are requested regarding tasting panels, particularly surrounding changing the composition, improving training and creating minimum standards.

Areas for further exploration

Sub-appellations

- There are mixed feelings as to whether the creation of sub-appellations within existing geographical indicators in areas other than the Okanagan are necessary.
- There are mixed feelings as to how the creation of further sub-appellations within existing appellations would occur. There appears to be a tendency toward geographical boundary only.
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BC VQA and tasting panels

- The importance of BC VQA is mixed. While stakeholders do see its value, in terms of influencing consumers' buying decisions, the top influencers for buying wine, as reported by consumers are grape varietal, price and winery reputation. BC VQA may support consumers' decisions to support local wineries.
- There are mixed opinions as to whether tasting panels are necessary to assess faults in BC VQA wines.
- There is not an overwhelming consensus on who should sit on the tasting panels. While there seems to be support for wine makers, sommeliers and trained wine enthusiasts there is not a clear direction as to a leading type of panel judge.

Appendix A: BC Wine Appellation Task Group Survey

Introduction

The purpose of this survey is to seek input from BC's wine industry stakeholders to inform recommendations to improve the system of appellations and certification of wine produced from 100% BC grapes. The survey asks about your opinions regarding appellations (geographical indicators), certification of origin, BC VQA, tasting panels and audits. At the end of the survey there is space for your own additional thoughts and comments.

This survey is being conducted by an independent BC consulting firm, the Howegroup, on behalf the BC Wine Appellation Task Group. All responses will be anonymous and confidential. No one from the Task Group will have access to individual responses. The survey will take no more than 10 minutes to complete. A final report from the BC Wine Appellation Task Group will be released on September 30, 2015 and posted at www.bcwinetaskgroup.ca.

Should you have any questions please contact the Howegroup at info@howegroup.ca.

Please tell us about yourself:

Are you a licensed BC wine producer?

- Yes
- No

What region is your winery located in?

- Okanagan
- Similkameen Valley
- Vancouver Island
- The Gulf Islands
- Fraser Valley
- Other

Is your winery a member of the BC Wine Authority?

- Yes
- No

Does your winery submit wines to the BC Wine Authority for BC VQA certification?

- Yes, we submit all of our wines
- Yes, we submit some of our wines
- No, we do not submit any of our wines

Please tell us the size of your facility:

- Small (we sell less than 60,000 litres of wine)
- Medium (we sell 60,000-700,000 litres of wine)
- Large (we sell over 700,000 litres of wine)

Please indicate your winery name:

This information will be kept confidential by the Howegroup, and is only being asked to ensure proper weighting of results if we receive multiple responses from any wineries.

Please select your role/title:

- Accounting
- Assistant winemaker
- Events
- Founder/Proprietor
- Human Resources
- Operations
- Sales/marketing
- Winemaker
- Other, please specify: _____

Please provide the first three characters of your postal code:

Please tell us about yourself. I am a(n):

- Hospitality employee
- Independent grape grower
- Industry association member (i.e. BC Wine Authority)
- Media representative
- Sommelier
- Wholesale purchaser (retail liquor store)
- Winery employee
- Consumer of BC wine (wine lover)
- Other, please specify: _____

So we know where you are located, please provide the first three characters of your postal code:

- The first three characters of my postal code are: _____
- I reside outside of Canada

Section 1 | Appellations/Geographical Indicator (GI)

BC currently has an appellation of origin standards system that divides wine growing regions into five areas (Okanagan Valley, Similkameen Valley, Fraser Valley and Vancouver Island and the Gulf Islands). Please note that this survey uses the term appellation. Geographical indicator is the official BC term for these existing appellations. For the purpose of this survey the two terms are being used synonymously. Recently, the Golden Mile Bench was approved as the province's first sub-appellation (of the Okanagan Valley). One of the questions the BC Wine Appellation Task Group is exploring is whether sub-appellations should be further expanded. For those wanting to continue to use the existing appellations nothing would change and wines could be made from grapes blended across the appellations as they are today. The creation of new sub-appellations could have an impact on wine certification and labelling.

Do you support an appellation model for BC?

- Yes
- No, please explain why not: _____
- I don't know / no comment

Are you concerned with wineries using names of regions/places on their labels when these terms are not legally controlled?

- Yes
- No
- I don't know / no comment

Would you support the creation of additional appellations in developing wine regions of BC that are not currently in a geographical indicator?

- Yes, please explain why: _____
- No, please explain why not: _____
- I don't know / no comment

Do you support the creation of sub-appellations within existing geographical indicators?

- Yes
- No
- I don't know / no comment

Which of the existing appellations do you think currently need to have sub-appellations?

Please check all that apply:

- Okanagan Valley
- Similkameen Valley
- Vancouver Island
- Gulf Islands
- Fraser Valley
- I don't think any of these appellations should have sub-appellations
- I don't know / no comment

Please provide any general comments regarding your response above:

If you would like to see the creation of further sub-appellations within the existing appellations how would you like to see sub-appellations categorized:

- Geographical boundaries only
- Geographical boundaries linked with allowed grape varieties
- Geographical boundaries linked with allowed grape varieties and controlled grape growing and winemaking techniques
- Other, please specify: _____
- I don't know / no comment

Would you like to see a number of new sub-appellations created centrally (all at the same time) or have each sub-appellation proposed individually and considered on a case-by-case basis?

- Created centrally
- Sub-appellations proposed individually
- Combination of created centrally with a process for further subdivision
- Other, please specify: _____
- I don't know / no comment

From input and discussions so far there is strong agreement that any new sub-appellations must be meaningful to consumers, wineries and marketing bodies alike. A number of different methods have been proposed as to how to create new sub-appellations. Which of the following methods would you like to see further explored as a way to break down the existing appellations into further sub-appellations (using the Okanagan Valley appellation as an example)?

Please select all that apply:

- By village/geographical feature (i.e. Naramata Bench, Summerland, Osoyoos)
- By territory (i.e. North/Central/South Okanagan)
- By scientific climate and soil data
- By existing political boundaries
- Other, please specify: _____
- I don't know / no comment

Please indicate which organization should regulate the use of region/place names on wine labels?

- BC Wine Authority (BCWA)
- BC Liquor Control and Licensing Branch (LCLB)
- There should be no controls - please indicate why you feel this way: _____
- Other, please specify: _____
- I don't know / no comment

Section 2 | Certification of Origin

Certification of origin complies with BC wine licensing regulations to state that 100% of grapes come from BC. Currently, certification of grape origin is voluntary, provided wineries do not submit their wines to the BC Wine Authority.

Would you support certification of origin being mandatory for all wines made from 100% BC grapes?

- Yes, please specify why: _____
- No, please specify why not: _____
- I don't know / no comment

Do you support mandatory regulation of appellation terminology appearing on wine labels made from 100% BC grapes?

- Yes, please specify why: _____
- No, please specify why not: _____
- I don't know / no comment

Do you believe all wines that have any geographical indication must be certified?

- Yes, please specify why: _____
- No, please specify why not: _____
- I don't know / no comment

Section 3 | BC VQA and Tasting Panels

BC VQA (BC Vintners Quality Alliance) certifies that wines meet specific standards with respect to origin, vintage, varietals and wine quality. Wines made from 100% BC grapes are submitted to determine if the wine meets BC VQA requirements. Assessments are conducted by tasting panels comprised of trained taste assessors independent of wine and grape growing industries. Participation in the BC VQA by wine license holders is voluntary.

Is BC VQA important to you?

- Yes, because: _____
- No, because: _____
- I don't know / no comment

Does BC VQA influence your customers' buying decisions?

- Yes I think so, because: _____
- No, I don't think so, because: _____
- I don't know / no comment

What are the benefits of the BC VQA to the industry?

Do you think the BC VQA should:

- Continue as it is, through tasting panels
- Be improved – please state how: _____
- Be disbanded
- Be replaced by scientific lab analysis to determine wine standards
- Be replaced by lab analysis + tasting panel to determine wine standards
- Be replaced by annual winery certification through an accreditation process (similar to the BCWA independent laboratory certification program) to determine wine standards
- Be replaced by another system, please specify: _____
- I don't know / no comment

Please provide additional comments about the BC VQA:

What are the benefits of tasting panels to the industry?

How satisfied are you with tasting panels are in their current model to provide a standard for BC wines?

- Very satisfied
- Somewhat satisfied
- Not at all satisfied
- I don't know / no comment

How would you improve tasting panels?

Who do you believe should sit on the sensory panel of judges for tasting panels?

Please select all that apply

- Winemakers, providing they are not tasting their own wine
- Trained wine enthusiasts who have no wine industry connections
- Sommeliers
- Other, please specify: _____
- I don't know / no comment

Do you feel that tasting panels are necessary to assess faults in BC VQA wines?

- Yes, because: _____
- No, because: _____
- I don't know / no comment

Section 4 | Audits

This section is for licensed BC wineries only

The BC wine industry has expressed a desire to see the number and frequency of audits streamlined. Would you support a recommendation by the BC Wine Appellation Task Group to harmonize audits from the BC Wine Authority, BC Liquor Licensing Branch and BC Liquor Distribution Branch, with a possibility to share information with Excise Canada?

- Yes, definitely
- Yes, but with some reservations, please specify: _____
- No, please indicate why: _____
- Not applicable. I do not represent a licensed BC winery.

How would you rate the workload associated with complying with audit requirements?

- It's fine, it's part of our responsibility as a licensed BC winery
- It's a bit much, it would be nice to see the audit process streamlined
- It's very time consuming, it needs to be streamlined
- Not applicable. I do not represent a licensed BC winery.

The BC Wine Appellation Task Group is interested in hearing about your experience with these audits. Please tell us what is working or not working with the audit process:

Your final thoughts ...

This survey has sought your input to inform recommendations to improve the system of appellations and certification of wine produced from 100% BC grapes. We asked about your opinions regarding appellations, certification of origin, BC VQA, tasting panels and audits. If you have any further comments or suggestions to help us inform future industry recommendations please share them here:

For Wine Consumers Only:

Please tell us your age:

- Under 19
- 19-25
- 26-34
- 35-45
- 46-60
- 60+
- Prefer not to say

Please describe your gender:

- Male
- Female
- Prefer not to say

Please tell us about your wine consumption:

- Frequently (daily, 2-3 times a week)
- Often (once a week)
- Occasionally (a few times a month)
- Rarely

Do you drink BC wine?

- Often
- Sometimes
- Never

What percentage of wine do you buy that is BC wine?

- Less than 25%
- 25% - 50%
- 51% - 75 %
- Greater than 75%

Section 1 | Appellations/Geographical Indicator (GI)

BC currently has an appellation of origin standards system that divides wine growing regions into five areas (Okanagan Valley, Similkameen Valley, Fraser Valley and Vancouver Island and the Gulf Islands). Please note that this survey uses the term appellation. Geographical indicator is the official BC term for these existing appellations. For the purpose of this survey the two terms are being used synonymously. Recently, the Golden Mile Bench was approved as the province's first sub-appellation (of the Okanagan Valley). One of the questions the BC Wine Appellation Task Group is exploring is whether sub-appellations should be further expanded. For those wanting to continue to use the existing appellations nothing would change and wines could be made from grapes blended across the appellations as they are today. The creation of new sub-appellations could have an impact on wine certification and labelling.

Would you support the creation of additional appellations in developing wine regions of BC that are not currently in a geographical indicator?

- Yes
- No
- Not applicable / I do not know

Which of the existing appellations do you think currently need to have sub-appellations?

Please check all that apply.

- Okanagan Valley
- Similkameen Valley
- Vancouver Island
- Gulf Islands
- Fraser Valley
- I don't think any of the appellations should have sub-appellations
- Not applicable / I do not know

If you would like to see the creation of further sub-appellations within the existing appellations how would you like to see sub-appellations categorized?

- Geographical boundaries only
- Geographical boundaries linked with allowed grape varieties
- Geographical boundaries linked with allowed grape varieties and controlled grape growing and winemaking techniques
- Other, please specify: _____
- Not applicable / I do not know

Do you think the creation of sub-appellations is going to make understanding the origin of BC wines clearer or more confusing?

- Clearer
- More confusing
- Not applicable / I do not know

Section 2 | Certification of Origin

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Would you support certification of origin being mandatory for all wines made from 100% BC grapes?

- Yes, please specify why: _____
- No, please specify why not: _____
- Not applicable / I do not know

Do you support mandatory regulation of appellation terminology appearing on wine labels made from 100% BC grapes?

- Yes, please specify why: _____
- No, please specify why not: _____
- Not applicable / I do not know

Why is certification of origin important to you as a consumer?

Section 3 | BC VQA and Tasting Panels

BC VQA (BC Vintners Quality Alliance) certifies that wines meet specific standards with respect to origin, vintage, varietals and wine quality. Wines made from 100% BC Grapes are submitted to determine if the wine meets BC VQA requirements. Assessments are conducted by tasting panels comprised of trained taste assessors independent of wine and grape growing industries. Participation in the BC VQA by wine license holders is voluntary.

Prior to participating in this survey, did you know what BC VQA means?

- Yes
- No

Is BC VQA important to you?

- Yes, because: _____
- No, because: _____
- Not applicable / I don't know

How often do you check the label if a wine is BC VQA before you buy?

- Always
- Often
- Never
- Not applicable / I don't know

Which of the following most influences how you choose to buy wine?

Please rank your top three influences:

- Awards/scores
- BC VQA
- Country of origin
- Friend referral
- Label design
- Media
- Price
- Reputation
- Server referral
- Variety
- Wine reviews
- Wine type (grape varietal)

What is the most important move the BC wine industry could make to elevate their image as a quality producer of wine?

- Certify vineyards for quality farming practices
- Have a mandatory registry and audit system for all wine made in BC
- Spend more money on marketing
- Create a sub-appellation system
- Make BC VQA mandatory which includes review by a tasting panel
- Other, please specify: _____
- Not applicable / I do not know

Twenty-five years ago, BC VQA was developed to provide consumers with a guide to help them select a quality BC wine. Today it is:

- A very important guide used by the trade and consumers
- A program with mixed results as not all wines that carry VQA make a quality statement
- Less important than the reputation of a winery
- Not important at all
- Not applicable / I don't know

This survey has sought your input to inform recommendations to improve the system of appellations and certification of wine produced from 100% BC grapes. We asked about your opinions regarding appellations, certification of origin, BC VQA, tasting panels and audits. If you have any further comments or suggestions to help us inform future industry recommendations please share them here: