

Dear BC Wine Industry Colleagues,

It's time for our industry to get its act together.

In preparation for the development of a BC Wine Industry Long Term Strategic Plan, an industry task group is undertaking a comprehensive research process to gather information from all BC wineries, grape growers, and other stakeholders that will define the deliverables and process for developing a long-term strategic plan for our industry. The project was identified by the BCWI board of directors and is funded by the BC Ministry of Agriculture through the BCWI.

I am chairing the scoping committee and I ask for your input. This is the foundational step. Your input will guide the long term strategic planning process to follow, and in turn the direction of the BC wine industry. The final strategic document may influence government policy, guide the work of our various industry associations, the development of ancillary industries, and perhaps other areas that will reveal themselves during the process.

The task group met for the first time on February 23rd, and laid out a plan for an industry wide consultation to include regional town hall meetings and a survey. We want to know whatever you want to articulate. This part of the process is going to happen over a fairly compressed time period, so please stand by for dates and survey link very soon.

Leading the research effort is Honore Comfort, Founder and Principal of the Artemis Group. With more than 15 years of marketing and brand development work in the wine industry, Honore currently holds the position of Wine Industry Executive in Residence with the Wine Business Institute at Sonoma State University, and previously served as President of Brack Mountain Wine Company as well as Executive Director of the Sonoma County Vintners, in addition to several other leadership roles in international wine marketing.

The task group is:

Ezra Cipes, Summerhill Pyramid Winery, Kelowna (chair)  
Maggie Anderson, BC Wine Institute  
Marcus Ansems, Daydreamer Winery, Naramata  
Lynn Bremmer, Chair, BC Grape Council  
Christine Coletta, Okanagan Crush Pad, Summerland  
Erik Fisher, Monte Creek Ranch, Kamloops  
Mike Nierychlo, Emandare Vineyard, Duncan  
Josie Tyabji, Arterra Wines, Oliver

All of the task group members are very pleased to have this opportunity to serve our industry, and believe this is another important, even pivotal step for BC wine. Please do not hesitate to contact me with any thoughts or questions.

Cheers!

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