

# VQA Wine Support Program 2011 Application Process

Ministry of Economic Development and Trade  
SME Policy & Outreach Branch



# Purpose of Program

Support Ontario wineries to undertake new or expand existing activities to grow their VQA business and be more competitive in the wine and grape industry.





# 2010



- 64 Ontario wineries received grants.
- Payments ranged from >\$300,000 to <\$1,000.
- 8 new recipients.
- Sales of VQA table wines (excluding icewines) through the LCBO increased by 51% in terms of volume (from 4.4 - 6.6 million litres) and by 66% (\$62.4 - \$99.9 million) in terms of value of net sales between 2007- 08 to 2010 -11. (LCBO data)

# Eligibility

- Licensed winery (or corporation with a controlling interest in a licensed winery).
- Production and sales in Ontario.
- Sales of VQA wines through the LCBO in the previous fiscal year.
- Be a validly existing legal entity and operating when the grant is paid.
- Have appropriate governance, accountability and control structures and processes in place.

# Fund Amount

- **Grant** of up to 30% of the supplier quote of VQA table wine **sold** through the LCBO during the previous fiscal year (April 2010-March, 2011).



# Fund Amount (cont'd)

- Ministry calculates and allocates funds in 25,000 litre tiers. Calculations based on LCBO sales data and confirmed by wineries.
- Grant % may be reduced for second and subsequent tiers to stay within budget.
- Budget is \$6 million/year.

# Use of Funds

- Purchase of production equipment / new technology
  - e.g., tractors, barrels, tanks/vats, bottling line, etc.
- Marketing and promotional expenditures
  - e.g. LCBO programs, Website, wine tastings, etc.
- Development of growth strategies
  - e.g. tourism opportunities

# **Application Form**

Section 1: Corporate and Contact Info

Section 2: Funding Categories

Section 3: Project Details

Section 4: Report Back on Last Year



# Section 3: Project Details

- **Project Description** – short outline of project/s for which the grant funds will be used
- **Estimated Costs/Budget**
- **Proposed Timeframes** – what you expect to accomplish within what timeframes
- **Expected Outcomes** – including milestones, goals and targets (qualitative and quantitative)

# Section 4: Report Back

- Wineries that received a grant in 2010 must provide a report on how the funds were used.
- The report must include:
  - Brief summary of project/s
  - Assessment of how the project/s helped growth – actual vs expected outcomes, milestones, goals, achievements against targets.

# Submission Details

- Application and Report-back Deadline is **Thursday June 30, 2011 by 5:00 pm.**
- Can download the application form from the MEDT website  
[http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb\\_vqa\\_en.jsp](http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb_vqa_en.jsp)
- Mail, email, courier or fax application package to Ministry. Package includes:
  - Completed, signed, dated Application Form, including “Acknowledgement and Certification”

# Contact and Support

- If you have any questions or need more information, please contact:

Margaret Vokes, Senior Policy Advisor  
Ministry of Economic Development and Trade  
Tel: 416-327-3975  
E-mail: [margaret.vokes@ontario.ca](mailto:margaret.vokes@ontario.ca)