# Canadian wine industry champions buy local amid trade uncertainty



The ongoing "buy local" movement in Canada has gained momentum as consumers increasingly seek to support homegrown products, especially in the context of the recently paused U.S. tariffs. Experts in Ontario's grape and wine industry are seizing this moment to spotlight the exceptional wines produced within the province. Notably, Debbie Inglis, Director of Brock University’s Cool Climate Oenology and Viticulture Institute (CCOVI), has highlighted the significant economic contributions made by the Canadian wine sector.

The wine industry in Canada, according to a report from Wine Growers Canada, contributed approximately $11.6 billion to the economy in 2019, supporting over 45,000 jobs nationwide. This data underscores the industry's profound impact on local communities and the broader Canadian economy. “Here in Niagara, wineries are producing some of the best wines in the world — Riesling, Pinot Noir and Chardonnay varietals, just to name a few,” Inglis stated. She emphasised that local wine purchases not only fulfil consumer demand for quality beverages but also align with the critical "buy local" message, which has the potential to bolster national economic resilience during these uncertain times.

Despite the recent pause on proposed tariffs from the U.S., industry leaders remain cautious about the potential future implications. Associate Professor Lester Kwong, a fellow at CCOVI, addressed the concerns surrounding the uncertain trade environment. “The mere uncertainty of the trade environment caused not only by the tariffs and counter-tariffs but also by the delayed start dates will inevitably slow overall business activity,” he noted. Such uncertainty could lead to heightened costs for businesses and potential job losses across various sectors, which could hinder national economic growth.

The present climate provides a ripe opportunity for stakeholders in the Canadian wine industry to leverage the growing local consumer base and reinforce their market presence. Emphasizing the quality and variety of Ontario wines could play a crucial role in reshaping consumer perceptions and driving sales during a period defined by fluctuating external threats.

The dynamics of the Canadian wine market will likely continue to evolve as businesses adapt to consumer preferences for local products amidst changing trade policies. The strategic positioning of Ontario wines in the market could have lasting implications, both for the producers involved and the economic landscape of the province and beyond.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://emcmarketing.com/the-wine-market-in-canada-an-expanding-industry/> - This URL supports the claim about the Canadian wine industry's economic contributions, including its $11.6 billion impact and support for over 45,000 jobs nationwide.
* <https://www.winesofcanada.com/facts-canada.html> - This URL provides additional details on the Canadian wine industry, including its tourism impact and the number of grape wineries and vineyards across the country.
* <https://www.winegrowerscanada.ca/wp-content/uploads/2022/08/RPT-Canadian-Wine-Economic-Impact-2019-1.pdf> - This report from Wine Growers Canada corroborates the economic impact of the Canadian wine industry, including its business revenue and job creation.
* <https://www.noahwire.com> - This URL is the source of the original article discussing the Canadian wine industry and its response to the 'buy local' movement.
* <https://www.brocku.ca/ccovi/> - This URL provides information about Brock University's Cool Climate Oenology and Viticulture Institute (CCOVI), which is mentioned in the article as a key institution in Ontario's grape and wine industry.