vinetur

Canada proposed C$176.9 million to extend wine sector aid for three years

The Budget 2026 measure would renew the Wine Sector Support Program in 2027-28, bringing pledged funding to C$520.1 million

Saturday, November 14, 2026



Canada’s government said on Friday, November 13, that Budget 2026 proposes C$176.9 million in new funding over three years to extend support for the country’s wine industry, a move aimed at helping wineries and independent grape growers deal with higher costs and climate-related risks.

The funding would go to Agriculture and Agri-Food Canada to renew the Wine Sector Support Program starting in 2027-28, according to government statements issued after separate events in Niagara-on-the-Lake, Ontario, and Kelowna, British Columbia. The program provides direct support to licensed Canadian wineries.

Canadian Heritage said Secretary of State Adam van Koeverden met with representatives of Jackson-Triggs Winery and local grape growers and winemakers in Niagara-on-the-Lake. In a separate statement, the Defence Investment Agency said Stephen Fuhr, the member of Parliament for Kelowna and secretary of state for defence procurement, highlighted the same wine-sector measure in British Columbia.

The government said the proposed funding is intended to help wineries manage rising input costs, stabilize operations and continue buying grapes from local independent growers. Officials also framed the measure as part of a broader economic plan in Budget 2026 focused on growth, productivity, trade diversification and jobs.

The proposal would add to C$343 million that Ottawa has already committed to the program, bringing the total pledged through the Wine Sector Support Program to C$520.1 million over eight years. The government said Canada’s wine industry represents a C$10.1 billion part of the national economy.

The announcement comes as wine producers in several Canadian regions face pressure from inflation, shifting market conditions and repeated weather shocks that have affected grape harvests. The federal government said the new money would help the domestic industry adapt to continuing economic and climate challenges while protecting rural jobs and supporting agritourism.

Heath MacDonald, the agriculture and agri-food minister, said the industry supports jobs, businesses and local economies across the country, and that extending the program would strengthen the sector’s resilience and competitiveness. Van Koeverden said the industry is a source of regional growth and tourism activity and argued that federal support would help wineries and growers stay competitive and pursue new opportunities.

Industry representatives welcomed the proposal and said it would give wineries more confidence to invest. Del Rollo, chair of Wine Growers Canada and a vice president at Arterra Wines Canada, said the renewal would support grape growers, local production and the communities tied to the industry. In British Columbia, Wine Growers British Columbia chief executive Jeff Guignard said the commitment would help wineries rebuild and expand after several difficult years.

Paul Sawler of Dirty Laundry Winery in British Columbia said the existing program had provided financial flexibility as producers faced rising costs and other strains. He said extending it for another three years would make it easier for wineries to plan operations and investment.

The measure matters beyond vineyard regions because it could give wineries and growers more stability in production planning and grape purchasing at a time when Canadian producers are competing for shelf space and consumer demand. More predictable federal support could also help domestic wine producers defend market share against imported wines, although the effect will depend on final program rules and market conditions.

The federal statements did not set out detailed eligibility changes or funding formulas for the renewed program. They said only that the money would be directed through Agriculture and Agri-Food Canada and that the support would continue to target licensed Canadian wineries.

In Niagara, Chris Bittle, the member of Parliament for St. Catharines, said the program’s renewal would support local wineries, tourism businesses and jobs in the region. In Kelowna, Fuhr said the extension would help the sector grow and contribute to economic development in communities across British Columbia and the rest of Canada.

The proposal still forms part of Budget 2026 and would need to move through the federal budget process. If approved as presented, the new funding would begin in the 2027-28 fiscal year and continue for three years.

For wineries and grape growers, the timing is significant. Canada’s wine-producing regions have been seeking longer-term certainty as they cope with volatile harvest conditions and cost increases for labor, materials and other inputs. A renewed federal program would not remove those pressures, but it would provide a clearer planning horizon for producers deciding how much to plant, how much local fruit to buy and how much to invest in production and tourism facilities.

The government’s emphasis on local grape purchases is also important for independent growers, whose fortunes are closely linked to the buying decisions of wineries. By tying the program to domestic production, Ottawa is signaling that it wants the support to reach both ends of the supply chain, from vineyards to bottling operations.

No new timeline was provided on Friday, November 13, for when more details on the proposed renewal would be published.