

# Cold Damage, Now What?

## Wineries

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With known challenges in yield coming our way, it is time to Identify opportunities in our existing businesses.

Not all items listed will work for every business but this worksheet is intended to guide your team through some strategic thinking.

Gather your team and invite out of the box ideas.

### INSURANCE

- [AgriStability](#) Each year, you must enroll in the program, pay your fee and submit a form by the applicable deadlines. Starting with the 2023 program year, the compensation rate under AgriStability will increase from 70% to 80%. You may receive a payment if your production margin in the current year falls below your historical reference margin by more than 30%. AgriStability covers 80% of the loss for every dollar below the threshold.
- [AgriInvest](#): Each year, producers can deposit up to 100% percent of their Allowable Net Sales (ANS) into an AgriInvest account and receive a matching government contribution for the first 1.0%. For example, a producer with \$100,000 in ANS could deposit up to \$100,000 and federal and provincial governments would make a matching contribution totaling \$1,000.

### AGRITOURISM OPPORTUNITIES

- Hospitality
- Events & Weddings
- Photography location rental
- Space rental
- Accommodation offerings



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## PIVOT PORTFOLIO TEMPORARILY

- Other crops available for co-fermentation or blending such as stone fruits for cider and other craft beverages
  - Piquette
  - Ready to Drink (RTD) collaborations with Distilleries
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- With Agritourism expected to be down in 2024, some creative opportunities need to be found. Consider striking up a relationship with a chain of restaurants or a company whose brand aligns with your own. This could lead to a collaborative house wine, private label or custom product. This would be an amazing storytelling opportunity.
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## EMBRACE COMMUNITY

- Complete the free online winery assessment at [sustainablewinegrowingbc.ca](https://sustainablewinegrowingbc.ca) (pro tip: there is a pdf version in the Resources tab called YOE Criteria Checklist)
- Attend the SWBC Group Onboarding Session at Okanagan College, Penticton on Feb 21 from 10-1pm. RSVP to [info@sustainablewinegrowingbc.ca](mailto:info@sustainablewinegrowingbc.ca)
- Attend the upcoming Town Hall Events hosted by BCWGC & WGBC



Summerhill Pyramid Winery, Kelowna  
February 21 – 9:30 am to 11:30 am

Penticton Lakeside Hotel, Penticton  
February 21 – 1:30 pm to 3:30 pm

Watermark Beach Resort, Osoyoos  
February 22 – 10:30 am to 12:30 pm

## SHARPEN BUSINESS ACUMEN

*If funding support becomes available, be prepared to apply for it promptly by having quotes, prioritized shopping lists and evidence of reasonable and viable plans.*

Succession planning might be a more relevant topic now than ever before. Look at ownership and senior staff and consider how many years are ahead in their careers. Identify incoming leadership if applicable.

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If your business will be passed on to family members at some point, is it in the best condition for that transition to be smooth? Are there some actions that could help with this that could be taken now?

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Will your business ideally be sold to a person/group outside of your organization at some point? If so, consider how attractive the business is currently. Are there infrastructure maintenance items that could be looked after? Is there dependence on a small number of customers for sales? Is there dependence on current individuals in the organization where some redundancy or redistribution of tasks could allow the business to appear more resilient?

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- Go here for a [Business Plan Template and Cash Flow Forecasting Tool](#)

## REFOCUS MARKETING EFFORTS

- Browse [this selection of social media tools from WGBC](#). Find at least one opportunity to grow your online presence and delegate someone to develop the page/account for your business
- Watch [this webinar on email marketing best practices](#) and find tips and tricks for your wine club and beyond
- Work with your winery associations, Destination BC and your local destination management organization (i.e. Tourism Kelowna, Destination Osoyoos, Visit Penticton etc.) to ensure everyone is aware of your offerings and see if there are partnership opportunities to share your messages/events etc.
- Have your Communications team brush up their skills on handling media releases, VIP guests and more with this Media Training Series by WGBC, Presented by Town Hall Brands
  - [Part 1](#)
  - [Part 2](#)
  - [Part 3](#)
- [Attend the upcoming Insight Conference](#) - Resilience and Renewal: Crafting the Future of BC Wine Together on March 13, 2024  
(Includes speakers on HR, crisis communications, grant writing, advocacy, tasting room protocols, consumer segmentation tools to effectively market to your target audience, wine club diversification, utilizing ai to amplify your business and more)



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