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# News Release

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For immediate release

## Canada's Economic Action Plan Raising a Glass to Ontario Wine Producer

**Beamsville, Ontario, January 4, 2011** – Canada's Economic Action Plan is delivering real results for grape producers and processors in Ontario. MP Dean Allison (Niagara West-Glankirk) announced today, on behalf of Agriculture Minister Gerry Ritz, an investment of more than \$97,000 to Peninsula Ridge Estates Winery. This repayable contribution will help the company purchase and install a new state of the art high-speed bottling and labelling line, allowing the company to double daily production capacity.

"Our Government knows that the agriculture industry is a core economic driver in Canada and that is why the Economic Action Plan continues to deliver targeted investments like these," said MP Allison. "This investment will allow Peninsula Ridge Estates Winery to improve their productivity, which in turn will help increase the demand for Canadian grapes and give farmers more opportunities to sell their product."

The new equipment will also implement new packaging designs, use the latest innovations in wine closures, and strengthen food safety practices. The project is expected to result in a significant increase in the annual demand for Canadian grapes by 2013-14, and create new jobs.

"The AgriFlexibility funding will have a significant impact on our ability to achieve major improvements to food safety, productivity and competitiveness. This program is an excellent example of how government and business can work together to produce measurable results at little or no cost to the taxpayer" says Norm Beal, President of Peninsula Ridge Estates Winery.

This investment is being delivered by the AgriFlexibility fund through the AgriProcessing initiative, a five-year, up to \$50 million initiative designed to enhance the competitiveness of the agri-processing sector in Canada. It provides support to existing companies for projects that involve the adoption of innovative and new-to-company manufacturing technologies and processes that are essential to sustaining and improving the sector's position in today's global marketplace. For more information, please visit [www.agr.gc.ca/api](http://www.agr.gc.ca/api).

Canada's Economic Action Plan continues to help farmers with its focus on strengthening the economy and creating jobs. Investments in viable market opportunities will help build an even stronger agriculture industry and Canadian economy. For more information, please visit [www.actionplan.gc.ca](http://www.actionplan.gc.ca).



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For more information, media may contact:

**Media Relations**

Agriculture and Agri-Food Canada

Ottawa, ON

**613-773-7972**

**1-866-345-7972**

**Meagan Murdoch**

Press Secretary

The Office of the Honourable Gerry Ritz

**613-773-1059**