



ANNUAL REPORT

**YEAR ENDING
DECEMBER 31, 2024**

COMMENTS FROM THE CHAIR



In Ontario, the 2024 fresh grape growing season saw weather fluctuations coupled with a mild winter which put bloom timing and vines further ahead in early Spring before temperatures dropped, resulting in a significantly reduced crop. Overall, the harvested crop came in 22% below 2023 volumes. 2024 was one of the earliest years on record in terms of bloom and harvest timing, volumes of fresh grapes began early and quickly increased causing a condensed peak early in the season. Excellent quality and strong demand from consumer and retail partners brought about swift movement of the crop throughout the marketing season.

In 2024, promotional campaigns included in-store sampling and retail display bin distribution, the pursuit of more sustainable packaging as well as continued social media conversations. These initiatives are aimed at helping consumers more easily identify and purchase local Ontario fresh grapes.

New and diverse variety development continues to be a key initiative in the overall strategy to move the industry forward. Promising selections of green and red seedless varieties will provide future opportunities to diversify our markets and capture market share from imports. Plantings of Ontario's newest grapes, Jupiter® and Timpson™, increased in 2024 with more vines projected to be planted in the coming years. I would like to extend our appreciation to the Niagara Peninsula Fruit and Vegetable Growers Association (NPF&VGA) for supporting growers with funding to maintain the new variety foundational block. The NPF&VGA also provided funding support this year towards a research project aimed at evaluating the impact of under-vine cover crops in the vineyard.

I would like to acknowledge and thank OMAFA, and in particular Minister Rob Flack, for funding assistance provided through the Grassroots Growth Initiative for our promotional campaigns and the Growing Futures Opportunities Initiative which provided funding for growers to revitalize vineyards and orchards with newer varieties. As well as to Foodland Ontario for their teamwork and continued support for Ontario fresh table grapes. Government support continues to be critical to the future success of Ontario's fresh table grape industry. Federal and provincial programs including risk management programs such as AgriStability, AgriInvest and Production Insurance, as well as funding programs focused on research and innovation and market development are vital. The Ontario Fresh Grape Growers sincerely thank the government for their support in making this suite of programs possible and look forward to partnering as our industry focuses on sustainable and resilient expansion initiatives.

I would like to extend my sincere thanks to the Board of Directors, the Growers' Committee and the staff for their continued support and dedication through this past year.

Respectfully submitted,

A handwritten signature in dark ink that reads "D. Hipple". The signature is written in a cursive, slightly slanted style.

David Hipple, Chair

ONTARIO FRESH GRAPE GROWERS' MARKETING BOARD
59th ANNUAL REPORT

FRESH MARKET VOLUMES

TABLE 1
FRESH MARKET VOLUMES REPORTED TO THE BOARD (Tons)
2020 - 2024

	2020	2021*	2022	2023*	2024	% Change	% Change
MARKETER	Tons	Tons	Tons	Tons	Tons	2024 vs 2023	2024 vs 5 year average
Niagara Dealers	1,344	2,231	2,066	2,196	1,724	-22%	-12%
Licensed Producers	29	22	52	63	45	-29%	4%
TOTAL	1,373	2,253	2,119	2,259	1,769	-22%	-11%

* Average container units weights were updated in 2022 and restated for 2021. 2023 Licensed Producer volumes restated for updated information.

2024 fresh market volumes reported to the Board were down 22% overall from 2023 and down 11% from the previous five-year average (1,998 tons - 2019–2023).

AVERAGE NET RETURNS

TABLE 2
AVERAGE NET RETURNS FOR SALES THROUGH ONTARIO DEALER-SHIPPERS
2020 – 2024

Year	Net Farm Gate Value	Average Net Return Per Ton	Total Dealer Volume (Tons)
2024	\$3,656,703	\$2,121	1,724
2023	\$4,350,013	\$1,981	2,196
2022	\$3,874,225	\$1,875	2,066
2021	\$4,115,294	\$1,844	2,231
2020	\$2,510,150	\$1,867	1,344

*Returns are net of shipper commission, board fee, and container cost deductions.

Average net returns to growers selling through appointed dealers are up 7.1% in 2024 from the previous year and up 13.9% from the previous five-year average (\$1,862/ton - 2019–2023). Average net returns to growers reflect the returns from sales after deducting shipper commissions, board fees and container costs. Packing and/or production/establishment costs have not been deducted.

GROSS FARM GATE VALUE

TABLE 3
GROSS FARM GATE VALUE OF FRESH GRAPES
2022 - 2024

FRESH MARKET	2022 VOLUME TONS	2023 VOLUME TONS	2024 VOLUME TONS	% CHANGE '24 VS '23	2022 VALUE \$	2023 VALUE \$	2024 VALUE \$	% CHANGE '24 VS '23
Grapes	2,119	2,259	1,769	-22%	6,261,791	7,015,623	5,673,274	-19%

*2023 volume and value restated in 2023 for updated information

Total gross farm gate value of Ontario's fresh grape crop decreased by 19% in 2024 due to a decrease in crop yield versus 2023 volumes.

FRESH GRAPE PRODUCTION

**TABLE 4
GPS MAPPED FRESH GRAPE PRODUCTION ACREAGE BY DISTRICT
2024**

Variety	District 1	District 2	2024 Total	2023 Total
Sovereign Coronation	258.55	42.08	300.63	299.13
Fredonia	-	23.50	23.50	25.88
Jupiter®*	6.81	3.96	10.77	-
Concord	-	10.28	10.28	10.42
Experimental Labrusca	9.12	0.07	9.19	18.22
Himrod	2.71	1.71	4.42	4.44
Patricia	-	2.87	2.87	5.74
Van Buren	0.60	0.42	1.02	1.44
Grand Total	277.79	84.89	362.68	365.27

*Jupiter® - newly specified variety in 2024

Ontario Fresh Grape Growers Marketing Board Districts:

District 1 = Town of Niagara on the Lake

District 2 = the rest of Ontario

FRESH GRAPE GROWERS BY DISTRICT

**TABLE 5
NUMBER OF GROWERS REGISTERED WITH THE BOARD
2024**

DISTRICT	REGION	GROWER NUMBERS	COMMITTEE NUMBERS
District 1	Town of Niagara-on-the-Lake	37	5
District 2	All other areas including St. Catharines, Lincoln, and Grimsby	38	5
Total		75	10

FRESH GRAPE DISTRIBUTION

**TABLE 6
FRESH GRAPE DISTRIBUTION THROUGH DEALER-SHIPPERS
2020-2024**

Region	2020	2021	2022	2023	2024	5 Year Avg.
Ontario	42%	44%	41%	39%	33%	40%
Quebec	55%	51%	50%	46%	51%	50%
East-Atlantic	3%	2%	3%	3%	3%	3%
West	0%	4%	6%	12%	13%	7%

WEEKLY RECEIPTS BY DEALER-SHIPERS

**TABLE 7
SCHEDULE OF FRESH GRAPE DEALER-SHIPPER WEEKLY RECEIPTS
2020 - 2024**

WEEKLY PERIOD	2020	2021	2022	2023	2024
Jul. 29 – Aug. 4	0	7,937	0	0	0
Aug. 5 – 11	11,193	26,710	14,514	0	27,034
Aug. 12 – 18	50,914	55,735	47,442	29,031	64,275
Aug. 19 – 25	48,685	50,690	58,721	51,187	49,135
Aug. 26 – Sept. 1	34,895	41,306	43,937	48,311	34,348
Sept. 2 – 8	9,626	33,076	37,231	50,862	15,915
Sept. 9 – 15	2,412	25,630	16,260	36,825	827
Sept. 16 – 22	399	6,353	8,226	18,069	
Sept. 23 – 29		4,401	2,005	8,840	
Sept. 30 – Oct. 6	25	1,104	0	810	
Oct. 7 - 13		75	0	56	
TOTALS (18 lb. equivalent units)	158,149	253,017	228,336	243,991	191,534
First Main Harvest Date (2500 units)	Aug 14	Aug 8	Aug 11	Aug 16	Aug 7
Days from veraison	20	20	19	17	19
Days from bloom	59	60	62	60	62
Growing Degrees	1044	919	980	944	996

FRESH GRAPE SALES BY CONTAINER TYPE

**TABLE 8
ONTARIO DEALER-SHIPERS
FRESH GRAPE SALES BY CONTAINER TYPE
2020 – 2024**

CONTAINER	2020	2021	2022	2023	2024	% CHANGE 2024 VS. 2023
8x2 L	106,324	176,339	197,758	204,327	164,839	-19%
10x1.5 L	35,503	37,387	6,680	8,680	7,411	-15%
Other	15,022	23,327	23,898	29,360	17,682	-40%
Total Units	156,849	237,053	228,336	242,367	189,932	-22%

FRESH GRAPE PRICING

**TABLE 9
FRESH GRAPE PRICE DETERMINATION ORDER
2024**

Ontario Fresh Grapes		All Classes					
Order #	Effective	8x2L Plastic Clam	8x2L Paper Carry Pack	10x1.5L Plastic Clam	10x1.5L Paper Carry Pack - Jupiter®	10x1.5L Paper Heaped	6x3 Lb Plastic Clam
Order #1	August 12st, 2024	\$ 29.50	\$ 29.50	\$ 35.50	\$ 35.50	\$ 37.50	\$ 32.50

2024 EARNED MARKETING INCENTIVE PROGRAM

The Marketing Incentive Program was established to encourage major Canadian retailers to feature Ontario fresh grapes throughout the peak of the grape harvest while maintaining uniform pricing. In 2024, Fresh Grape Growers continued to offer a Fresh Grape Incentive Program which included a freight incentive in both Eastern and Western provinces at \$1.00. Depending on the region, retailers must satisfy a listing and/or ad requirement to qualify. The regular incentive periods and rates in Ontario/Quebec were as follows:

Week	Dates	Rates
Week 1	August 17 th - August 23 rd	\$0.50
Week 2-8	August 24 th – October 11 th	\$1.00

The Incentive Program is financed through grower licence fees. Licence fees for 2024 increased to \$1.30 per 18 lb. master (\$1.29 - 2023). The incentive program component of the fee and all incentive payments are accounted for in a separate incentive fund account. Shortages and/or surpluses are carried forward into future years under the program.

PROMOTION AND MARKET DEVELOPMENT 2024

The Ontario Fresh Grape Growers (OFGG) ran an extensive promotional campaign focused on locally grown Coronation and Jupiter® grapes. Key activities included in-store sampling, consumer engagement, and sustainable packaging development. The project is funded in part by the Ontario Ministry of Agriculture, Food and Agri-Business.



Social Media:

We incorporated social media into the 2024 promotions strategy to enhance visibility and consumer engagement for locally grown grapes. Platforms like Instagram and Facebook played a critical role in amplifying campaign messages, showcasing delicious recipes, and connecting directly with consumers to achieve the following results:

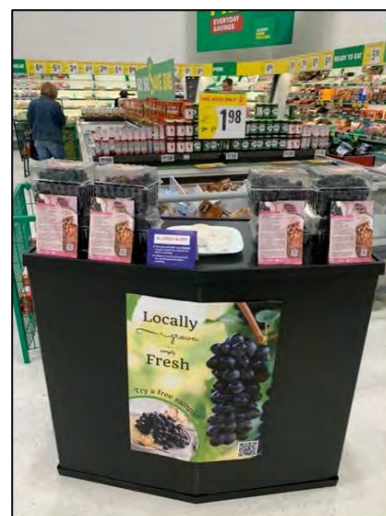
- Instagram Followers = 1,968 (up 102 vs. 2023)
- Facebook Followers = 4,395 (up 67 vs. 2023)
- Instagram reach - up 1,200% and engagement up 8,000%
- Facebook reach - up 3,200% and engagement up 5,200%

In-store Sampling Highlights and Results:

- Conducted at 54 stores between August 31 and September 8, 2024.
- Total samples distributed: 16,769, with an average of 311 samples per store.
- Conversion rate: 18% of sampled consumers purchased the product.
- Recipes distributed: 9,661 across all stores.

Sales and Impact:

- Total units sold: 2,983, achieving a 68% sales lift compared to the previous week.
- Average sales per store: 55 units.
- Specific store results:
 - Metro Ontario achieved 109% sales lift with an average retail price of \$5.99 per unit.
 - Food Basics recorded a 41% sales lift with a lower retail price of \$4.98 per unit.



Consumer Feedback:

- Positive reception of taste, with descriptions like "delicious," "tangy," and "dessert-like."
- Locally grown produce was a major factor influencing purchases.

- Feedback highlighted consumer sensitivity to price.
- Sustainability efforts, including recyclable packaging, align with consumer preferences.

Packaging Development:

Sustainable packaging trials were executed to address evolving consumer expectations and reduce environmental impact. This initiative aligns with broader industry goals of promoting eco-friendly practices while maintaining the quality and freshness of Ontario-grown table grapes.

Packaging Design:

The trial introduced environmentally friendly packaging materials, including recyclable and biodegradable components, as alternatives to traditional plastic clamshells. Designs emphasized durability to protect delicate grapes during transport while displaying their vibrant appearance for retail appeal.



Overall, this year’s campaign successfully raised awareness and increased sales of Ontario-grown grapes, emphasizing their quality and local origin. The Ontario government’s continued investment in marketing and sustainability is crucial for supporting local growers and ensuring the long-term growth of the industry.

RESEARCH INITIATIVES



New Fresh Grape Variety Development

Testing and commercial plantings of newer varieties continued in 2024 with lots of interest expressed by growers during our annual tour at the foundational test block. With funding from NPF&VGA towards the costs to maintain the blocks we were able to also continue cold hardiness testing and virus testing under the CGCN program. As we explore different canopy and cultural management practices that are different from the current standard, we hope to obtain further research funding to pilot, test, and disseminate best management practices to growers.

Evaluating the Use of Under Vine cover crops in Vineyards -Kathryn Carter and Stephanie Vickers-OMAF

Under-vine cover crops (UVCC) may offer an environmentally sustainable option for weed management in vineyards. By reducing bare soil, UVCC can minimize the risk of water runoff and erosion, and they have the potential to suppress weeds. With funding and administration support from the NPFVGA and the Fresh Grape Growers, this project continues the work started in 2023, which involved small plot screening trials to evaluate the efficacy of different cover crop species, as well as large-scale trials to assess methods of mechanically seeding UVCC and evaluate their impact on vine health.

In 2024, large scale trials were established at two sites where a modified drill seeder was used to apply various cover crops in larger and smaller plots. Frequent rainfall during the summer facilitated the establishment of UVCC but also resulted in significant weed growth, necessitating under vine mowing.

In large scale trials at site 1, weed populations were statistically lower in the crimson clover + white clover (CC+WC) mix. At site 2 there were no significant differences in the weed populations between the various cover crop treatments; however, turnip + crimson clover (T+CC) had the highest biomass. Petiole analysis at veraison revealed low N levels in vines that had UVCC at site 2. In small scale plots, chicory initially established very well but eventually grew into the vine canopy, indicating that it is not a viable cover crop for Ontario vineyards. There were no significant differences in weed populations among the various cover crop treatments in the small plot trials. However, alfalfa and CC+WC generally had the best establishment, while lentils and FR established poorly.

Independent Auditor's Report

To the Members of
Ontario Fresh Grape Growers' Marketing Board

Opinion

We have audited the financial statements of Ontario Fresh Grape Growers' Marketing Board, which comprise the statement of financial position as at December 31, 2024, and the statements of revenues and expenses, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Board as at December 31, 2024, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Board in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of management and those charged with governance for the financial statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Board's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Board or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Board's financial reporting process.

Independent Auditor's Report (continued)

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Board's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Board's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Board to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

St. Catharines, Canada
January 29, 2025

Doane Grant Thornton LLP

Chartered Professional Accountants
Licensed Public Accountants

Ontario Fresh Grape Growers' Marketing Board

Statement of Revenues and Expenses

Year ended December 31	2024	2023
Revenues		
Licence fees	\$ 114,577	\$ 153,238
Interest	7,395	5,645
Promotions funding (Note 4)	25,588	50,462
Research grant (Note 6)	<u>13,070</u>	<u>9,460</u>
	<u>160,630</u>	<u>218,805</u>
Expenses		
Promotion (Note 4)	65,889	107,190
Shared costs (Note 5)	37,039	32,388
Research (Note 6)	17,210	11,935
Travel, meetings and conventions	12,861	10,417
Data service maintenance fee	12,584	12,505
Directors' and committee fees	10,912	9,881
Audit	10,828	5,893
Liability insurance	2,001	1,740
Office	1,206	1,224
Memberships	<u>817</u>	<u>1,150</u>
	<u>171,347</u>	<u>194,323</u>
(Deficiency) excess of revenues over expenses from operations	<u>(10,717)</u>	<u>24,482</u>
Other income (expenses)		
License fees, market incentive program (Note 3)	145,098	167,948
Incentive program costs (Note 3)	<u>(84,484)</u>	<u>(190,022)</u>
	<u>60,614</u>	<u>(22,074)</u>
Excess of revenues over expenses for the year	<u>\$ 49,897</u>	<u>\$ 2,408</u>

Ontario Fresh Grape Growers' Marketing Board

Statement of Changes in Net Assets

Year ended December 31, 2024

	General Fund	Internally Restricted Funds		Total
		New Variety Trademark	Market Incentive Program	
Balance, beginning of year	\$ 177,156	\$ -	\$ 10,000	\$ 187,156
Excess of revenue over expenses	49,897	-	-	49,897
Transfers	<u>(61,614)</u>	<u>1,000</u>	<u>60,614</u>	<u>-</u>
Balance, end of year	<u>\$ 165,439</u>	<u>\$ 1,000</u>	<u>\$ 70,614</u>	<u>\$ 237,053</u>

Year ended December 31, 2023

	General Fund	Internally Restricted Funds		Total
		New Variety Trademark	Market Incentive Program	
Balance, beginning of year	\$ 174,128	\$ -	\$ 10,620	\$ 184,748
Excess of revenue over expenses	2,408	-	-	2,408
Transfers	<u>620</u>	<u>-</u>	<u>(620)</u>	<u>-</u>
Balance, end of year	<u>\$ 177,156</u>	<u>\$ -</u>	<u>\$ 10,000</u>	<u>\$ 187,156</u>

Ontario Fresh Grape Growers' Marketing Board

Statement of Financial Position

December 31	2024	2023
Assets		
Current		
Cash	\$ 225,106	\$ 150,564
Accounts receivable (Note 7)	11,780	10,002
Grants receivable (Notes 4 & 6)	24,507	34,898
Prepaid expenses	<u>2,233</u>	<u>2,169</u>
	\$ 263,626	\$ 197,633
Liabilities		
Current		
Accounts payable and accrued liabilities (Note 8)	\$ 25,228	\$ 9,382
Deferred grant revenue (Note 4)	<u>1,345</u>	<u>1,095</u>
	26,573	10,477
Net assets		
Unrestricted	165,439	177,156
New variety trademark fund	1,000	-
Marketing incentive program	<u>70,614</u>	<u>10,000</u>
	237,053	187,156
	\$ 263,626	\$ 197,633

On behalf of the board



Director



Director

Ontario Fresh Grape Growers' Marketing Board Statement of Cash Flows

Year ended December 31	2024	2023
Increase (decrease) in cash		
Operating		
Excess of revenues over expenses for the year	\$ 49,897	\$ 2,408
Changes in non-cash working capital		
Accounts receivable	(1,778)	(5,423)
Grants receivable	10,391	3,102
Prepaid expenses	(64)	(261)
Accounts payable and accrued liabilities	15,846	(13,482)
Deferred grant revenue	<u>250</u>	<u>1,095</u>
Increase (decrease) in cash	74,542	(12,561)
Cash		
Beginning of year	<u>150,564</u>	<u>163,125</u>
End of year	<u>\$ 225,106</u>	<u>\$ 150,564</u>

Ontario Fresh Grape Growers' Marketing Board

Notes to the Financial Statements

December 31, 2024

1. Nature of operations

The Ontario Fresh Grape Growers Marketing Board ("the Board") was established to regulate prices of grapes sold in the fresh grape market, as well as for the purposes of marketing and promoting fresh grapes in Ontario. It is incorporated by Letters Patent as a corporation without share capital under the laws of Ontario, and is exempt from income taxes under section 149(1)(e) of the Income Tax Act.

2. Significant accounting policies

These financial statements are prepared in accordance with Canadian accounting standards for not-for-profit organizations ("ASNPO"). The significant policies are detailed as follows:

Fund accounting

The Board follows the deferral method of accounting for contributions.

The general fund reports revenues and expenses related to marketing and research operations. This includes administrative costs associated with operating the Board and marketing and research projects tied to government or other external funding.

The marketing incentive program is an internally restricted fund to report fees solicited from the growers to use for the purpose of funding the promotion incentives to specific retailers.

The new variety trademark fund is an internally restricted fund intended to provide an internal source of funds towards the establishment of a new trademark.

Revenue recognition

The Board has authority to collect licence fees under the provisions of the Farm Products Marketing Act. The Board operates a system of required reporting of crop sales by appointed dealer shippers and licensed producers and monitors the results of this reporting. Any additional revenues determined by the Board through this monitoring system are recorded when determined to be collectible.

Financial instruments

Ontario Fresh Grape Growers' Marketing Board accounts for the following as financial instruments:

- cash
- accounts receivable
- accounts payable
- grants receivable

Ontario Fresh Grape Growers' Marketing Board

Notes to the Financial Statements

December 31, 2024

2. Significant accounting policies (continued)

Financial instruments (continued)

Initial measurement

Financial assets or liabilities obtained or assumed in arm's length transactions are initially measured at their fair value. In the case of a financial asset or liability not subsequently measured at fair value, the initial fair value is adjusted for financing fees and transaction costs that are directly attributable to the origination, acquisition, issuance or assumption of the financial instrument.

Subsequent measurement

The Board subsequently measures all of its financial assets and financial liabilities obtained or assumed in arm's length transactions at amortized cost, except for investments in equity instruments that are quoted in an active market; investments in equity instruments that are not quoted in an active market, which are measured at cost less any reduction for impairment; derivative contracts, which are measured at fair value; and certain financial assets and financial liabilities which the Board has elected to measure at fair value. Changes in fair value are recognized in net income.

Impairment

Financial assets measured at amortized cost are regularly assessed for whether there are indicators of impairment. Previously recognized impairment losses are reversed to the extent of the improvement provided the asset is not carried at an amount, at the date of reversal, greater than the amount that would have been the carrying amount had no impairment loss been recognized previously. The amounts of any write-downs or reversals are recognized in excess of revenues over expenses.

Capital expenditures

Capital expenditures are charged to operations in the year they are incurred.

3. Marketing incentive program

The funds raised for this program in 2024 in the amount of \$145,098 (2023 - \$167,948) were generated by a levy on producers included in licence fees. The \$84,484 (2023 - \$190,022) marketing incentive expense was paid out to qualifying retailers to encourage sales through additional features on fresh grapes.

Ontario Fresh Grape Growers' Marketing Board

Notes to the Financial Statements

December 31, 2024

4. Promotion grants

	Grant Receivable 2023	Government & Industry Funding 2024	Promotion Expenses 2024	Grant Receivable 2024
Ontario Fruit and Vegetable Growers	\$ -	\$ 1,906	\$ 1,906	\$ -
Grassroots Growth Project - 2023/24	(34,898)	34,898	-	-
Grassroots Growth Project - 2024/25	<u>-</u>	<u>-</u>	<u>23,682</u>	<u>(23,682)</u>
	<u>\$ (34,898)</u>	<u>\$ 36,804</u>	<u>25,588</u>	<u>\$ (23,682)</u>
Non-funded promotion			<u>40,301</u>	
			<u>\$ 65,889</u>	

5. Shared cost commitment

The Ontario Fresh Grape Growers' Marketing Board shares office space and staff with Grape and Tender Fruit (Ontario) Limited under a monthly arrangement totalling the cost of \$38,000. The cost is reduced by \$961 to \$37,039 in 2024 to reflect shared wages recoverable under promotion and research grants.

6. Research grants

	Deferred (Receivable) Grant Revenue 2023	Government & Industry Funding 2024	Research Expenses 2024	Deferred (Receivable) Grant Revenue 2024
NPFVGA - New Variety Development	\$ -	\$ 4,675	\$ 5,500	\$ (825)
NPFVGA - Under-Vine Cover Crops	<u>1,095</u>	<u>7,820</u>	<u>7,570</u>	<u>1,345</u>
	<u>\$ 1,095</u>	<u>\$ 12,495</u>	<u>13,070</u>	<u>\$ 520</u>
Non-funded research			<u>4,140</u>	
			<u>\$ 17,210</u>	

Ontario Fresh Grape Growers' Marketing Board

Notes to the Financial Statements

December 31, 2024

7. Accounts receivable

	<u>2024</u>	<u>2023</u>
Ontario Tender Fruit Growers	\$ 8,532	\$ 7,677
Voluntary licence fees	452	904
HST receivable	<u>2,796</u>	<u>2,325</u>
	<u>\$ 11,780</u>	<u>\$ 10,002</u>

8. Accounts payable and accrued liabilities

	<u>2024</u>	<u>2023</u>
Trade payables	\$ 25,115	\$ 9,372
Grape & Tender Fruit (Ontario) Limited	<u>113</u>	<u>10</u>
	<u>\$ 25,228</u>	<u>\$ 9,372</u>

9. Financial instruments

It is management's opinion that the Board is not exposed to significant interest, currency, credit or other price risk from these financial instruments.

10. Comparative figures

Comparative figures have been adjusted to conform to changes in the current fiscal year presentation.

**MEMBERS AND STAFF OF THE
ONTARIO FRESH GRAPE GROWERS' MARKETING BOARD
2024-2025**

CHAIR

David Hipple

VICE CHAIR

Torrie Warner

DIRECTORS

Adolf Reddecopp

Dan Lambert

Jourdan Tregunno

Rick Smith

Robin Reimer

GROWERS' COMMITTEE

District 1

Adolf Reddecopp

Dan Lambert

Jourdan Tregunno

Howard Colcuc

Rick Smith

District 2

David Hipple

Rob Devries

Robin Reimer

Torrie Warner

OFFICE STAFF

MANAGER

Sarah Marshall

TREASURER / PROJECT MANAGER

Larissa Osborne

MARKETING COORDINATOR

Kelle Neufeld

SHARED STAFF GRAPE & TENDER FRUIT

Kathi Ryan, Christina Stewart, Barb Krason