

ANNUAL REPORT



60
YEARS

YEAR ENDING
DECEMBER 31, 2025

COMMENTS FROM THE CHAIR



In Ontario, the 2025 fresh grape growing season saw a return to more normal timing. Promising early forecasts for high yields brought on by a wet spring were impacted by the lack of rainfall that followed from June through August. Growers responded by adjusting irrigation strategies and prioritizing crop quality. Overall, the 2025 harvested crop came in 6% above 2024 volumes. Excellent quality and strong demand from consumer and retail partners brought about swift movement of the crop throughout the marketing season.

2025 was the first year of pricing for new red and green classes of grapes marking a pivotal moment in Ontario's fresh grape history. After many years of new variety research and development, promising selections of green and red seedless varieties are providing opportunities to diversify our markets and capture market share from imports. Plantings of Ontario's newest grapes, Jupiter[®], and test plantings of Timpson[™], Ivory[™] and Strawgrape[™] continued in 2025. However, with opportunity comes challenge. These new varieties require a shift in viticultural practices to maximize yield and fruit quality. In 2025 the Ontario Fresh Grape Growers successfully received funding from the Ontario Agri-Food Research Initiative (OAFRI) towards research that will pilot competitive production strategies for these newest varieties. We would like to extend our gratitude to the Ontario Ministry of Agriculture, Food and Agribusiness (OMAFRA) and Agriculture Agri-Food Canada (AAFC) for their support under the Sustainable Canadian Agricultural Partnership. I would also like to extend our appreciation to the Niagara Peninsula Fruit and Vegetable Growers Association (NPF&VGA) for their funding support towards this project as well as their funding assistance to maintain the new variety foundational block. The NPF&VGA also provided funding this year towards a research project aimed at evaluating the impact of under-vine cover crops in the vineyard.

Promotional campaigns in 2025 included in-store sampling, retail promotions and retail display bin distribution as well as continued social media and digital engagement. These initiatives are aimed at helping consumers more easily identify and purchase local Ontario fresh grapes.

I would like to acknowledge and thank OMAFA, in particular the Honourable Minister Trevor Jones, 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. As well as to Foodland Ontario for their teamwork and continued dedication to promoting Ontario fresh table grapes. Government support is critical to the 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.

As I present this year's annual report, we mark a profound milestone: our 60th anniversary. Six decades ago, we began with a simple vision; today, we celebrate a reality built by an extraordinary community of growers, staff, partners, and consumers. This report is a snapshot of how we continue to build on this legacy—navigating modern challenges with the same resilience that has defined us since our founding. We honour the past by building an even better future, and we thank you for being an integral part of this 60-year journey.

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
60th ANNUAL REPORT

FRESH MARKET VOLUMES

TABLE 1
FRESH MARKET VOLUMES REPORTED TO THE BOARD (Tons)
2021 - 2025

	2021*	2022	2023*	2024	2025	% Change	% Change
MARKETER	Tons	Tons	Tons	Tons	Tons	2025 vs 2024	2025 vs 5 year average
Niagara Dealers	2,231	2,066	2,196	1,724	1,814	5%	-10%
Licensed Producers	22	52	63	45	54	19%	13%
TOTAL	2,253	2,119	2,259	1,769	1,867	6%	-9%

* Average container units weights were updated in 2022 and restated for 2021. 2023 Licensed Producer volumes restated in 2024 for updated information.

2025 fresh market volumes reported to the Board were up 6% overall from 2024 and down 9% from the previous five-year average (2,053 tons - 2020–2024).

AVERAGE NET RETURNS

TABLE 2
AVERAGE NET RETURNS FOR SALES THROUGH ONTARIO DEALER-SHIPPERS
2021 – 2025

Year	Net Farm Gate Value	Average Net Return Per Ton	Total Dealer Volume (Tons)
2025	\$4,073,330	\$2,246	1,814
2024	\$3,900,560	\$2,263	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

*Returns are net of shipper commissions, board fees, and container cost deductions.

Average net returns to growers selling through appointed dealers are down 0.8% in 2025 from the previous year and up 14.2% from the previous five-year average (\$1,196/ton - 2020–2024). Average net returns to growers reflect the returns from sales after deducting shipper commissions, board fees and container costs. Packing and production costs have not been deducted.

GROSS FARM GATE VALUE

TABLE 3
GROSS FARM GATE VALUE OF FRESH GRAPES
2023 - 2025

FRESH MARKET	2023 VOLUME TONS	2024 VOLUME TONS	2025 VOLUME TONS	% CHANGE '25 VS '24	2023 VALUE \$	2024 VALUE \$	2025 VALUE \$	% CHANGE '25 VS '24
Grapes	2,259	1,769	1,867	6%	7,015,623	6,049,676	6,392,130	6%

Note: 2023/24 volume and value restated in 2025 for updated information.

Total gross farm gate value of Ontario's fresh grape crop increased by 6% in 2025, crop yield also increased 6% versus 2024 volumes.

FRESH GRAPE PRODUCTION

**TABLE 4
GPS MAPPED FRESH GRAPE PRODUCTION ACREAGE BY DISTRICT
2025**

Variety	District 1	District 2	2025 Total	2024 Total	% change 2025 vs 2024
Sovereign Coronation	260.18	41.13	301.31	300.63	0.2%
Fredonia	0.00	23.73	23.73	23.50	1.0%
Jupiter®	14.91	3.96	18.87	10.77	75.2%
Concord	0.00	10.28	10.28	10.28	0.0%
Experimental Labrusca	8.91	0.16	9.07	9.19	-1.3%
Himrod	2.71	1.71	4.42	4.42	0.0%
Patricia	0.00	2.87	2.87	2.87	0.0%
Van Buren	0.60	0.42	1.02	1.02	0.0%
Grand Total	287.31	84.26	371.57	362.68	2.5%

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
2025**

DISTRICT	REGION	GROWER NUMBERS	COMMITTEE NUMBERS
District 1	Town of Niagara-on-the-Lake	36	5
District 2	All other areas including St. Catharines, Lincoln, and Grimsby	36	5
Total		72	10

FRESH GRAPE DISTRIBUTION

**TABLE 6
FRESH GRAPE DISTRIBUTION THROUGH DEALER-SHIPPERS
2021-2025**

Region	2021	2022	2023	2024	2025	5 Year Avg.
Ontario	44%	41%	39%	33%	33%	39%
Quebec	51%	50%	46%	51%	58%	51%
East-Atlantic	2%	3%	3%	3%	2%	2%
West	4%	6%	12%	13%	6%	8%

WEEKLY RECEIPTS BY DEALER-SHIPERS

**TABLE 7
SCHEDULE OF FRESH GRAPE DEALER-SHIPPER WEEKLY RECEIPTS
2021 - 2025**

WEEKLY PERIOD	2021	2022	2023	2024	2025
Jul. 28 – Aug. 3	7,937	0	0	0	0
Aug. 4 – 10	26,710	14,514	0	27,034	0
Aug. 11 – 17	55,735	47,442	29,031	64,275	22,563
Aug. 18 – 24	50,690	58,721	51,187	49,135	57,504
Aug. 25 – 31	41,306	43,937	48,311	34,348	58,473
Sept. 1 – 7	33,076	37,231	50,862	15,915	20,225
Sept. 8 – 14	25,630	16,260	36,825	827	21,802
Sept. 15 – 21	6,353	8,226	18,069		9,186
Sept. 22 – 28	4,401	2,005	8,840		11,502
Sept. 29 – Oct. 5	1,104	0	810		244
Oct. 6 - 12	75	0	56		35
TOTALS (18 lb. equivalent units)	253,017	228,336	243,991	191,534	201,534
First main harvest date (2500 units)	Aug 8	Aug 11	Aug 16	Aug 7	Aug 14
Days from veraison	20	19	17	19	21
Days from bloom	60	62	60	62	57
Growing degree days	919	980	944	996	1,041

Note: Harvest date, days from veraison/bloom and growing degree days above are all based on Sovereign Coronation.

FRESH GRAPE SALES BY CONTAINER TYPE

**TABLE 8
ONTARIO DEALER-SHIPERS
FRESH GRAPE SALES BY CONTAINER TYPE
2021 – 2025**

CONTAINER	2021	2022	2023	2024	2025	% CHANGE 2025 VS. 2024
8x2 L	176,339	197,758	204,327	164,839	178,971	9%
10x1.5 L	37,387	6,680	8,680	7,411	3,615	-51%
Other	23,327	23,898	29,360	17,682	18,560	5%
Total Units	237,053	228,336	242,367	189,932	201,146	6%

FRESH GRAPE PRICING

**TABLE 9
FRESH GRAPE PRICE DETERMINATION ORDER
2025**

Ontario Fresh Grapes		All Classes					
Order #	Effective						
Order #1	August 11th, 2025	8x2L Plastic Clam	8x2L Paper Carry Pack	10x1.5L Plastic Clam	10x1.5L Paper Carry Pack	10x1.5L Paper Heaped	6x3 Lb Plastic Clam
Class 1 Sovereign Coronation		\$ 29.50	\$ 29.50	\$ 35.50		\$ 37.50	\$ 32.50
Class 2 Jupiter®					\$ 35.50		\$ 36.50
Class 3 blue other		\$ 29.50	\$ 29.50	\$ 35.50		\$ 37.50	
Class 4 Timpson™		\$ 45.50					
Class 5 green other		\$ 45.50					
Class 6 Strawgrape™		\$ 45.50					
Class 7 Canadice and other reds		\$ 29.50	\$ 29.50	\$ 35.50		\$ 37.50	

2025 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 2025, the Ontario Fresh Grape Incentive Program included a freight incentive in Eastern provinces at \$1.00 and Western provinces at \$1.00-Manitoba, \$1.50-Saskatchewan, \$2.00-Alberta/British Columbia. 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 16 th - August 22 nd	\$0.50
Week 2-8	August 23 rd – October 10 th	\$1.00

The Incentive Program is financed through grower licence fees. Licence fees for 2025 held at \$1.30 per 18 lb. master (\$1.30 - 2024). 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.

2025 ONTARIO PRODUCTION INSURANCE

Fresh Grape Statistics

(Data as of January 26, 2026 and is subject to change)

Year	No. of Accounts	Liability	Total Premium*	No. of Claims	Total Claims**
2025	27	\$2,475,779	\$187,500	<10	XX
2024	28	\$2,372,631	\$220,850	12	\$207,318

*Total grower & government premiums

**claims data refers to approved claims only

XX data suppressed

PROMOTION AND MARKET DEVELOPMENT 2025

In 2025, Fresh Grape Growers of Ontario delivered a targeted and results-driven promotional program focused on increasing consumer awareness, driving retail sales, and reinforcing the value of Ontario-grown fresh grapes. Through a combination of in-store sampling, retail merchandising, in-house promotions, and strategic partnerships, the program generated measurable sales lift while strengthening consumer loyalty to locally grown grapes.

In-Store Sampling Program

In-store sampling was a central pillar of the 2025 promotional strategy and was delivered as part of the three-year Grassroots Growth Initiative (GGI), funded on a 50% cost-share basis for the 2024–2026 seasons. In 2025, the program focused on sampling and point-of-sale support to maximize consumer trial and purchase.

Across 87 sampling events at Metro, Food Basics, and Sobeys banners, Ontario fresh grapes achieved strong performance. Sampling activities generated 10,155 units sold, with an average of 127 units sold per store and a 45% conversion rate from samples to sales. A total of 22,603 samples were distributed, contributing to a 220% sales lift compared to the prior week, demonstrating the effectiveness of sampling in driving immediate purchase behaviour.

Food Basics delivered particularly strong event and sustained lift, while Metro and Sobeys showed positive incremental sales during promotional periods. Overall, the program confirmed that sampling remains a highly effective tool for introducing consumers to Ontario fresh grapes and reinforcing repeat purchase.



In-House Promotions & Retail Support

In-house promotional efforts supported strong retail execution throughout the season. Ontario Fresh Grape Growers utilized over 9,000 display bins ensuring national visibility across key retail markets and increased shelf space dedicated to local fruit.

Prominent flyer placements through the Fortinos “Pick Ontario” initiative further reinforced messaging for consumers. From late July through August, Ontario fresh grapes were featured in both printed and digital flyers, highlighting Ontario grape availability, new variety discovery, recipe inspiration, and storage and handling tips. These placements provided consistent consumer touchpoints throughout the peak season and directed shoppers to additional online content, resulting in 337 visits to our website, and a significant increase in Ontario table grape sales at Fortinos vs. 2024.



Social Media & Digital Engagement

Organic social media continued to play an important role in educating consumers and sharing grower stories. Fresh grape social media channels reached more than 93,000 unique users across Facebook and Instagram, generating over 3,800 engagements. Seasonal content focused on availability, usage ideas, and the benefits of choosing Ontario-grown grapes.

The Farm & Food Care Ontario (FFCO) “Faces Behind Food” campaign further amplified grower storytelling. Features highlighting Ontario grape growers reached over 36,000 views, generating strong engagement and strengthening the connection between consumers and local grape production.



Key Collaborators

Industry partnerships were essential to the success of the 2025 fresh grape promotional program. In addition to FFCO, collaboration with Foodland Ontario provided province-wide amplification through in-store merchandising, sampling support, media relations, recipe development, and digital promotion. Foodland Ontario’s trusted brand and extensive consumer reach helped elevate awareness of Ontario fresh grapes and supported informed purchasing decisions at retail. These complementary efforts reinforced fresh grape messaging, supported trial through recipe inspiration and education, and contributed to sustained consumer interest throughout the season.

Packaging & Brand Development

As part of a multi-year strategy, packaging and brand development continued in 2025. A new Timpson™ 2L clamshell label was created, with additional packaging and brand development work planned for 2026. These efforts are intended to enhance on-shelf differentiation, improve consumer recognition, displace imports, and support category growth.

Fresh Grape Growers of Ontario gratefully acknowledge the continued support of the Ontario government, whose investment through the Grassroots Growth Initiative helps fund sampling, merchandising, and brand development activities that support the long-term success of the fresh grape sector.

Growers and industry partners are encouraged to follow [@onttenderfruit](https://twitter.com/onttenderfruit) on social media and visit www.ontariotenderfruit.ca to stay informed.

RESEARCH 2025

Evaluating the use of Under Vine Cover Crops in Vineyards (OMAF - Kathryn Carter and Stephanie Vickers)

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 3-year project ending March 2026, involves 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 2025, large plot (mechanized) trials were conducted at 3 commercial vineyards. The under-vine cover crops used in this trial were a mix of annual/semi-annual and perennial cover crops. Previous years’ research found that allowing the under-vine cover crops to remain under the vines for multiple years reduces the costs of re-seeding and improves their establishment, as cover crops require time to thrive. The under-vine cover crops used were selected by OMAFA based on previous years’ results, and feedback from grower co-operators and researchers.

Cover crops used in large plot mechanical seeding trials were crimson clover + dutch white clover (CC+dWC), crimson clover + ladino white clover (CC+IWC), and berseem clover + dutch white clover (BC+dWC). In small plot trials cover crops included alfalfa (A), crimson + dutch white clover (CC+dWC), berseem clover (BC), alsike clover (AC), and red clover (RC).

Soil preparation prior to seeding varied between sites and included grape hoeing, de-hilling and grape hoeing, or herbicide and grape hoeing. In large plot trials, cover crops were seeded using a modified drill seeder in May 2025. The modified drill seeder worked well and provided consistent seeding rates and good seed distribution. For more details about the drill seeder please refer to the Mechanical Seeding report (2024).

In small-scale screening trials, plots that had successfully established perennial and overwintered under vine cover crops (alfalfa and a mix of crimson plus white clover) were allowed to continue to grow in 2025. These plots were topped up with seeds as needed to increase the stand consistency. Plots with annual cover crops were cultivated and re-seeded by hand in May 2025.

It was a wet spring, but lack of rainfall from June through August impacted the establishment and growth of the cover crops. An under-vine mower, or weed whacker, was used once during the season to manage weed/cover crop growth at three of the sites. Biomass assessments to assess cover crop and weed populations were conducted at the end of the season and prior to mowing (where possible). Petioles were collected to evaluate the impact of under vine cover crops on nutrient levels in the vines, and the results were provided to the grower co-operators. Yield assessments were conducted at each site to evaluate the impact of the under-vine cover crops on yields and fruit quality.

Next steps for 2026 include collecting soil samples for lab analysis to assess soil health and nutrient levels in the soil with final data analysis to be completed in early 2026. An economic analysis will also be conducted in 2026 to estimate the costs associated with using under-vine cover crops. Pruning weights will be collected in early 2026 to evaluate the impact of under-vine cover crop treatments on vine growth.

Piloting Competitive Production Strategies for Ontario Fresh Grapes

(Kathryn Carter - OMAFA, Ken Slingerland - Horticultural Consultant, Laura Dobbyn – Research Assistant)

In recent years the Ontario Fresh Grape Growers have been searching for and trialing new fresh table grape varieties that are projected to have high consumer demand (seedless, visually appealing and good taste) to compete with imports and are also compatible with Ontario's climatic conditions.

These new varieties provide new opportunities for Ontario's fresh grape market but also bring new challenges in learning their compatibility with our climate, and determining the production practices (i.e. training systems, summer pruning) required to optimize yields and fruit quality and their cold hardiness. Previous research has shown that the traditional four arm Kniffin systems used for table grapes in Ontario, are not optimal for these new varieties, particularly for managing vine vigour and fruit quality.

To support industry growth and address these challenges, the Ontario Fresh Grape Growers initiated a pilot project to evaluate and assess competitive production strategies for select new varieties with funding support provided by Ontario Agri-Food Research Initiative (OAFRI) under the Sustainable Canadian Agricultural Partnership (SCAP), by Niagara Peninsula Fruit and Vegetable Growers Association (NPFVGA) and by Clean Works Inc.

Goal - To assess the following tools on Jupiter^R and TimpsonTM table grapes grown in Ontario:

- Alternative training systems such as “open-gable”, a Y-shaped trellis used to promote airflow through the plant canopy, enhance light exposure (more uniform ripening and improved fruit colouration), manage vine vigour, increase yields and potentially reduce winter injury through improved air drainage.
- Gibberellic acid (GA) sprays aimed at increasing the length of the rachis (to reduce fruit rots) and increasing berry size.

- Clean Works UV Treatment-aimed at reducing fungal pathogens in grape clusters to reduce fruit rots, extend the shelf life and reduce food safety risks for table grapes.
- Cold hardiness testing and evaluation for new table grape cultivars being trialed in Ontario to evaluate the cold hardiness/tolerance and determine their viability for Ontario’s climatic conditions

Each trial is being assessed as part of a 3-year project (April 2025 – October 2027) to determine its potential to support vine balance and fruit quality in newer table grape varieties under Ontario conditions.

Year 1 Results for 2025:

- Open gable trellising shows promise as a canopy management strategy that may improve vine balance, light exposure and airflow as vineyards mature.
- GA use in Timpson™ highlights the importance of rate, timing, and vine condition, as standard label rates were too aggressive under the conditions of this trial.
- Storage conditions were the most determining factor in the shelf life of table grapes across all Clean Works treatments. A good balance between aeration and high relative humidity is essential to identify the most efficient Clean Flow treatment for increasing grape shelf life. Further research involving Botrytis inoculation would be a good starting point for future trials to determine parameters that achieve reduction of decay-causing microorganisms.
- 2025 is the 1st year of cold hardiness testing under this project, evaluations began in November 2025 and will continue until the Spring of 2026 with year 1 results available later in the year.

Future Direction

As this was the first year of a three-year project, trellis trials will continue to compare open-gable and Kniffin systems as vines mature, with yield, fruit quality, and winter survival monitored. GA protocols will be refined in 2026 with reduced rates, adjusted timing, and new vines selected to eliminate carryover effects. As well, improved storage protocols will advance trials to identify the most efficient and effective Clean Works treatment to increase shelf life for Ontario table grapes. Lastly, continued cold-hardiness testing will further assess how GA and training systems influence vine acclimation and winter survival in Ontario.



Aerial view of open-gable trellis (photo: Smith’s Vineyards Inc).

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 (the "Board"), which comprise the statement of financial position as at December 31, 2025, 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, 2025, 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)

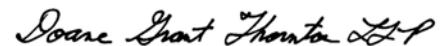
Auditor's responsibilities for the audit of the financial statements

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, 2026



Chartered Professional Accountants
Licensed Public Accountants

Ontario Fresh Grape Growers' Marketing Board

Statement of Revenues and Expenses

Year ended December 31	2025	2024
Revenues		
Licence fees	\$ 144,511	\$ 114,577
Research grant (Note 6)	33,011	13,070
Promotions funding (Note 4)	25,338	25,588
Interest	<u>6,081</u>	<u>7,395</u>
	<u>208,941</u>	<u>160,630</u>
Expenses		
Promotion (Note 4)	82,453	65,889
Shared costs (Note 5)	35,600	37,039
Research (Note 6)	33,511	17,210
Travel, meetings and conventions	19,032	12,861
Data service maintenance fee	12,837	12,584
Directors' and committee fees	9,796	10,912
Audit	7,358	10,828
Liability insurance	2,131	2,001
Office	1,001	1,206
Memberships	<u>750</u>	<u>817</u>
	<u>204,469</u>	<u>171,347</u>
Excess (deficiency) of revenues over expenses from operations	<u>4,472</u>	<u>(10,717)</u>
Other revenue (expenses), market incentive program		
License fees, market incentive program (Note 3)	126,570	145,098
Incentive program costs (Note 3)	<u>(134,440)</u>	<u>(84,484)</u>
	<u>(7,870)</u>	<u>60,614</u>
(Deficiency) excess of revenues over expenses for the year	\$ <u>(3,398)</u>	\$ <u>49,897</u>

Ontario Fresh Grape Growers' Marketing Board Statement of Changes in Net Assets

Year ended December 31, 2025

	Internally Restricted Funds			
	General Fund	New Variety Trademark	Market Incentive Program	Total
Balance, beginning of year	\$ 165,439	\$ 1,000	\$ 70,614	\$ 237,053
Deficiency of revenue over expenses	(3,398)	-	-	(3,398)
Transfers	6,870	1,000	(7,870)	-
Balance, end of year	<u>\$ 168,911</u>	<u>\$ 2,000</u>	<u>\$ 62,744</u>	<u>\$ 233,655</u>

Year ended December 31, 2024

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

See accompanying notes to the financial statements

Ontario Fresh Grape Growers' Marketing Board Statement of Financial Position

December 31	2025	2024
Assets		
Current		
Cash	\$ 232,142	\$ 225,106
Accounts receivable (Note 7)	4,180	11,780
Promotion grants receivable (Note 4)	16,976	23,682
Research grants receivable (Note 6)	18,930	825
Prepaid expenses	<u>2,233</u>	<u>2,233</u>
	\$ 274,461	\$ 263,626
 Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 35,418	\$ 25,228
Deferred research grants (Note 4)	<u>5,388</u>	<u>1,345</u>
	40,806	26,573
 Net assets		
Unrestricted	168,911	165,439
New variety trademark fund	2,000	1,000
Marketing incentive program	<u>62,744</u>	<u>70,614</u>
	233,655	237,053
	\$ 274,461	\$ 263,626

On behalf of the board

 Director

 Director

See accompanying notes to the financial statements

Ontario Fresh Grape Growers' Marketing Board Statement of Cash Flows

Year ended December 31	2025	2024
Increase (decrease) in cash		
Operating		
(Deficiency) excess of revenues over expenses for the year	\$ (3,398)	\$ 49,897
Changes in non-cash working capital		
Accounts receivable	7,600	(1,778)
Promotion grants receivable	6,706	11,216
Research grants receivable	(18,105)	(825)
Prepaid expenses	-	(64)
Accounts payable and accrued liabilities	10,190	15,846
Deferred research grants	<u>4,043</u>	<u>250</u>
Increase in cash	7,036	74,542
Cash		
Beginning of year	<u>225,106</u>	<u>150,564</u>
End of year	<u>\$ 232,142</u>	<u>\$ 225,106</u>

Ontario Fresh Grape Growers' Marketing Board

Notes to the Financial Statements

December 31, 2025

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 Farms Products Marketing Act, 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

The Board accounts for the following as financial instruments:

- cash
- accounts receivable
- accounts payable
- promotion and research grants receivable

Ontario Fresh Grape Growers' Marketing Board

Notes to the Financial Statements

December 31, 2025

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 (deficiency) excess of revenues over expenses.

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 (deficiency) 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 2025 in the amount of \$126,570 (2024 - \$145,098) were generated by a levy on producers included in licence fees. The \$134,440 (2024 - \$84,484) 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, 2025

4. Promotion grants

	Promotion Grants Receivable 2024	Government & Industry Funding 2025	Promotion Expenses 2025	Promotion Grants Receivable 2025
Grassroots Growth Project	<u>23,682</u>	<u>32,044</u>	<u>25,338</u>	<u>16,976</u>
	<u>\$ 23,682</u>	<u>\$ 32,044</u>	25,338	<u>\$ 16,976</u>
Non-funded promotion			<u>57,115</u>	
			<u>\$ 82,453</u>	

5. Shared cost commitment

The Board shares office space and staff with Grape and Tender Fruit (Ontario) Ltd. under a monthly arrangement totaling the cost of \$38,000 (2024 - \$38,000). The cost is reduced by \$2,400 (2024 - \$961) to \$35,600 (2024 - \$37,039) in 2025 to reflect shared wages recoverable under promotion and research grants.

6. Research grants

	Deferred (Receivable) Research Grant 2024	Government & Industry Funding 2025	Research Expenses 2025	Deferred (Receivable) Research Revenue 2025
Niagara Peninsula Fruit & Vegetable Growers' Association ("NPFVGA") - New Variety Development	\$ (825)	\$ 4,675	\$ 5,500	\$ (1,650)
NPFVGA - Under-Vine Cover Crops	1,345	5,388	1,345	5,388
OAFRI/NPFVGA - Competitive Production Strategies	<u>-</u>	<u>8,886</u>	<u>26,166</u>	<u>(17,280)</u>
	<u>\$ 520</u>	<u>\$ 18,949</u>	33,011	<u>\$ (13,542)</u>
Non-funded research			<u>500</u>	
			<u>\$ 33,511</u>	
Comprised of:				
Research grants receivable	\$ (825)			\$ (18,930)
Deferred research grants	<u>1,345</u>			<u>5,388</u>
	<u>\$ 520</u>			<u>\$ (13,542)</u>

Ontario Fresh Grape Growers' Marketing Board

Notes to the Financial Statements

December 31, 2025

7. Accounts receivable

	<u>2025</u>	<u>2024</u>
Ontario Tender Fruit Growers	\$ -	\$ 8,532
Voluntary licence fees	226	452
HST receivable	<u>3,954</u>	<u>2,796</u>
	<u>\$ 4,180</u>	<u>\$ 11,780</u>

8. 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.

**MEMBERS AND STAFF OF THE
ONTARIO FRESH GRAPE GROWERS' MARKETING BOARD
2025-2026**

CHAIR

David Hipple

VICE CHAIR

Torrie Warner

DIRECTORS

Adolf Reddecopp

Dan Lambert

Jourdan Tregunno

Rick Smith

Rob Devries

GROWERS' COMMITTEE

District 1

Adolf Reddecopp

Dan Lambert

Evan Smith

Jourdan Tregunno

Howard Colcuc

Joe Dutchyn

Rick Smith

District 2

David Hipple

Rob Devries

Torrie Warner

OFFICE STAFF

MANAGER

Sarah Marshall

TREASURER / PROJECT MANAGER

Larissa Osborne

MARKETING MANAGER

Kelle Neufeld

SHARED STAFF GRAPE & TENDER FRUIT

Kathi Ryan, Barb Krason, Christina Stewart