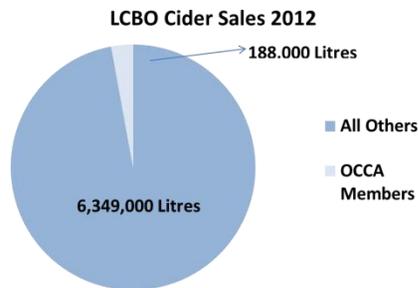


## What is the Ontario Craft Cider Association?

In March, 2012 Ontario's cider producers associated under OMAFRA, forming the Ontario Craft Cider Association (OCCA). The primary goal of our association is to build a global center of cider excellence in the province of Ontario and promote our quality ciders.

Cider is the fastest growing segment of alcohol in Ontario, where growth has exceeded 60% in each of the last two years (Source: LCBO). Unfortunately, much of that growth is coming from imported and mass produced products.



The OCCA members have defined Ontario craft cider as a fermented beverage from **100% Ontario grown apples and pears**. This simple definition allows us to offer consumers what they demand...a locally grown and produced quality product. It

also allows us to highlight the fact Ontario has the best apples in the world for cider production. Our craft ciders win awards. At the 2013 GLINTCAP (N. America's largest cider competition), **Ontario ciders received 14 medals**.

- **1,223 apple orchards in Ontario covering 15, 985 acres**
- **Annual production 279,105,000 lbs of apples**  
(2010 census data)

## What are the opportunities for cider in Ontario?

Hard cider production is the ideal industry for Ontario. It **adds to the rural economy** across the whole province. As we grow and process the fruit (pressing, fermenting and bottling) we **grow the manufacturing sector**. We also **invigorate Ontario's rural tourism industry** with cidery destinations from Windsor to Prince Edward County, Niagara to Georgian Bay and everywhere in between.

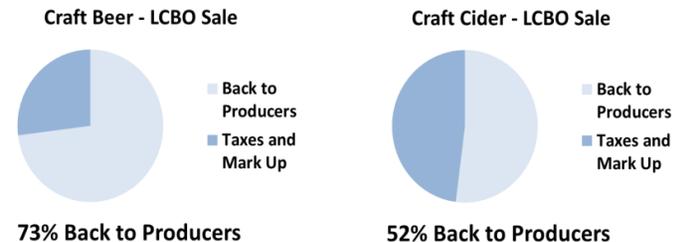
In 2013, in collaboration with Ontario Apple Growers, the OCCA engaged the George Morris Centre, an independent not for profit research institute to look at the potential of Ontario's cider industry. The full report can be found at [www.ontariocraftcider.com](http://www.ontariocraftcider.com) but the abridged findings are:

## Estimated activity in 2018

- Overall economic activity of \$60 million. In addition to \$35 million in projected sales, the supplier industries would generate a further \$25 million in added sales from activities of the craft cider industry.
- Total added gross domestic product of \$30 million.
- 220 jobs would be created in the industry and its suppliers.
- Total payroll including benefits would total \$12 million for the cider industry and its suppliers.
- Taxes of over \$2 million would be paid to local, provincial and federal governments, not including income taxes.
- By 2018, our members will be using approximately **22,750,000 lbs of Ontario apples**...almost 10% of the entire harvest.

## How can you help?

Our members currently work in close collaboration with the brewers at many events, however, the financial imbalances are striking. See below for the disproportionate returns through the sale of exactly the same sized unit at exactly the same retail cost through the LCBO. The mark up for an Ontario Cider, using 100% Ontario apples, is close to 55%.



As well, even more striking is the fact that when a craft cidery sells a keg to a bar or restaurant, the cidery must remit 40% of the sale to the LCBO, even though the LCBO was not involved at any juncture of the sale. When Ontario Craft Brewers make a similar sale, they remit nothing.

The OCCA believes in the potential of the Ontario Craft Cider industry. All we ask is for a **level playing field** with the Ontario Craft Breweries. This would require the implementation of an enhancement program similar to the Ontario Microbrewery Strategy.

