



2017 PLATEAU PRICING

Frequently Asked Questions (F.A.Q.)

September 7, 2017

Do tonnage restrictions apply to Plateau Pricing?

Yes. Blocks allocated to Plateau Pricing are subject to the following tonnage restrictions:

Riesling	11 tonnes per acre
Chardonnay	11 tonnes per acre
Cabernet Sauvignon	10 tonnes per acre
Cabernet Franc	10 tonnes per acre

Who is eligible to participate in Plateau Pricing?

All growers and processors are eligible to participate.

When should a winery contract a grower for plateau priced grapes?

Processors must inform the grower which blocks are to be allocated to Plateau Pricing as soon as possible to allow for appropriate vineyard management decisions.

Can “Sparkling” end use tonnage be included under “Plateau Pricing” and go towards company average?

No. “Sparkling” tonnage **must** be entered through eGrape as “Sparkling” and **not** be entered at “Plateau Pricing”.

What happens if a grower delivers a load of grapes that is slightly over the plateau pricing threshold?

A winery is able to purchase plateau pilot varieties above the plateau threshold at plateau prices as long as that winery’s company average for that specific variety does not exceed the established brix threshold.

Is a winery able to remove a grower from plateau pricing end use once contracted there?

A winery is able to remove a grower from plateau pricing end use and pay the grower according to the sugar schedule prior to filling out the weigh bill, however once the weigh bill is checked off and submitted under the section “End Use” for “Plateau Pricing”, it **cannot** be changed.

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Variety	VQA Minimum Brix	Company Average Threshold	2016 Base Brix	Plateau Brix Range	Price per Tonne
J Riesling (class 9)	17.0°	18.4°	19.0°	16.8° – 18.4°	\$1,225
Chardonnay (class 9b)	18.0°	20.4°	21.0°	18.6° – 20.4°	\$1,225
Cab Sauv (class 10b)	19.0°	20.9°	21.5°	18.3° – 20.9°	\$1,327
Cab Franc (class 10c)	18.0°	20.9°	21.5°	18.9° – 20.9°	\$1,324

The above chart outlines the various industry brix values for VQA minimum, company average threshold, 2017 sugar schedule base brix and the plateau pricing brix range. The chart also includes the price per tonne for the 4 plateau pricing varieties.