

**March 21, 2011**

### **Sustainable Winemaking Ontario**

This year's version of the Sustainable Winemaking Ontario survey is now available on the Wine Council member's site at [members.winesofontario.org](http://members.winesofontario.org). For your convenience, we have made a number of improvements to the survey including the online submission form and access to last year's survey responses, if applicable.

By completing the survey you will help foster the growth of the Sustainable Winemaking Ontario (SWO) program.

**Deadline is April 11<sup>th</sup>, those completed by this date will show their involvement as a SWO participant in the 2011 Wine Country Ontario Travel Guide with a green leaf symbol.**

### **Participate Today!!!**

You may access the survey by:

1. Logging on at: <http://members.winesofontario.org>
  - a. If you don't have an account click *Apply Now* and you will receive an e-mail to confirm your membership on the website within a few hours
2. Enter the survey by selecting *Winery Sustainability Survey* from the left navigation bar
3. Clicking the *Start the Survey!* box in the bottom right corner

The survey should take approximately one or two hours to finish. While completing the survey you may leave at any point and your progress will be saved up to your most recently answered question.

Thank you for your involvement in the program and we welcome any other feedback you may have, send to [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)

### **Excess Office Supplies available**

As members are aware, the WCO office will be moving to a new location in the Vineland Research Centre property. As we consolidate, sort and otherwise prepare for the move, we will have certain office supplies which will be excess to our needs. Currently, we have a significant quantity of i) 8½" x 14" (legal) hanging file folders, and ii) 8½" x 14" (legal) file folders. These are in excellent (almost new) shape. If any wineries could use either of these, please call Tanya at the WCO office.

### **WCO Member's Site**

We have launched the new member-only site which gives WCO Members an easy-to-use source for all your member needs. Topics will include: meeting notices, marketing programs, member benefits, industry statistics and sales data, government updates and much more. Meeting notices and minutes, upcoming events, past weekly e-blasts will all

be available. Be assured, this site will not replace any of the current WCO communications but be an easy-to-access portal to find misplaced emails, documents etc.

To ensure you, as a member, have access please follow the link below to create your account. Once your application is complete – you will be sent a confirmation, within a day, to your email address to indicate your account is created.

Create your account today! Go to: <http://members.winesofontario.org/login.php> - Click on "Don't have an account? Apply Now!"

If you have any questions, please do not hesitate to contact Regina at the WCO office.

### **WCO Social Media campaign**

Be sure to submit your winery's event to [www.winesofontario.org/submit-event](http://www.winesofontario.org/submit-event) for posting on the website. Content for the WCO social Media campaign will be pulling events from that site.

**Blog** is launched – <http://blog.winesofontario.org>

Check out lots of new updates including photos and videos on Icewine Festival activities by guest blogger Suresh Doss.

## **WINE COMPITITIONS**

### **All-Canadian Wine Championships**

The consolidation instructions are attached.

### **20<sup>th</sup> Annual Charity BBQ for Camp Oochigeas**

Friday, June 3, 2011 from 11:30am to 2:30pm, the LCBO Queen's Quay store in Toronto will host the 20<sup>th</sup> Annual Charity BBQ for Camp Oochigeas. Camp Ooch is a not-for-profit organization that provides residential summer camp and year-round camp experiences for children with cancer. Campers do not pay any fees and the camp does not receive government funding.

Camp Ooch is dependent on the generous support of organizations and people like you to provide enriching camp experiences to children with cancer. With your generous support, last year's event – combined with proceeds from fees for in-store tastings raised over \$140,000. Since 1989, Camp Ooch has received more than \$1,000,000 from the Queen's Quay store, the LCBO and our Trade Partners. Our goal is to raise \$150,000 this year.

This money helps kids (who have experienced a lot) experience being a kid at camp. I invite you to join us for some delicious food and some summer fun. Alongside the LCBO Charity BBQ, the Camp Ooch/Trade Silent Auction will take place.

If you would like more information on how you can support this great cause, please contact Paul LaRose at [paul\\_larose@hotmail.com](mailto:paul_larose@hotmail.com) or by cell at: 416-209-8753.

**Ontario Wine Society**

The Ontario Wine Society Toronto Presents "***A Taste of Québec's Tasting Soirée***". This *Tasting Soirée* event promises to be a fun and educational evening with an assortment of artisanal Québec cheeses explained by fromager Thom Sokoloski from '**A Taste of Québec**' complemented by an in depth exposure to Canadian Wine Awards' Winery of the Year for 2010 - Tawse Winery. Thom is also going to demonstrate to us how we can make cheese at home!!

**Date:** Tuesday, March 22, 2011

**Reception:** 6:45 pm, Tasting: 7:00 pm

**Location:** Taste of Quebec Shop, 55 Mill St., Building 32, the Distillery District

**Cost:** \$45 per person. For more details <http://www.ontariowinesociety.com/events.html>