

February 13, 2012

Wine Country Ontario Travel Guide 2012

Forms for this year's guide were circulated on Wed, Feb 8th, be sure to complete and return by Feb 17th. If you did not receive the forms, please contact Regina at regina.foisey@winesofontario.org

VinoVisit Webinar – February 29th

At the WCO Town Hall meeting on January 26th we discussed the VinoVisit Webinar for more wineries to become aware of the program. We had tentatively stated Feb 13th – we unfortunately were unable to make this date work and have rescheduled for February 29th – at 12:30pm. More details will be sent shortly to register for the call. Please look for it.

PR Efforts – Wineries, please support our PR efforts and share the VQA economic impact and growth story!

We recently started a PR campaign around the new KMPG study released through the Wine Council of Ontario. One of our main goals is to get a buzz going about the number **\$12.29 which is the economic impact of purchasing VQA wine**. One of the core message for consumers is that **"Buying VQA=Growing Ontario"**. We did this report a few years ago and this number has increased by 7% which is great news for everyone!

Our PR efforts include using our social media channels to share this story with media, influencers and consumers. **Wineries should please help share this good news story within your various communication outlets including newsletters, blogs, websites, Facebook and Twitter.**

Key Messages:

- Buying VQA=Growing Ontario
- Your VQA wine Purchase = 12.29 for Ontario

Twitter Hashtag

- #VQAadds12bucksplus

Follow <http://www.winecouncilofontario.ca> for the Press release and KMPG study.

ACTION REQUIRED – LETTER TO CFIA RE NATIONAL ICEWINE DEFINITION

Last week, you should have received an e-mail from the WCO with respect to this critically important issue. As discussed at our recent Town Hall, we need ALL of our members (and all other wineries in Ontario) to engage ASAP in the CFIA process around a national Icewine definition. As mentioned at this meeting, it is critical that all Ontario wineries deliver the message to CFIA and their MP that this definition must proceed.

For the integrity of our industry, this item is important to all wineries (not just wineries that produce Icewine). If you did not receive the letter templates, please advise Tanya at the WCO office immediately.

In addition, as we are trying to monitor our effort on this campaign, please blind copy us (hillary.dawson@winesofontario.org) on your correspondence. Thanks to the Members who have already submitted letters.

ACTION REQUIRED – STRATEGIC RESEARCH ASSOCIATES (SRA) survey

As part of the Business Development Project 'Managing for Success', the Alliance of Ontario Food Processors (AOFPP) (of which the WCO is a member) is undertaking a market research survey with SRA to determine the current state of the food processing industry's business management practices, the areas within the industry to focus for business management improvements, and to determine education and training needs, and preferences for training formats.

Attached to this e-blast is a covering letter from AOFPP with further details

This is a telephone survey that will take about 10 to 15 minutes. AOFPP has a target of completed responses from 300 companies. There is no obligation for a company to participate but companies that do participate will receive a benchmarking report showing how their company results compare to the overall industry averages. All specific company results are confidential.

This is a very important component of the Business Development Project and will greatly assist AOFPP with providing information of benefit to the industry.

Bulk wine available

Approximately 7,500 litres Vidal table wine for sale. Wine is VQA eligible, fermented dry, partially filtered, stability tested. Price is negotiable.

Please contact David Stasiuk at David@rockwayglen.com or 905-641-1030 x 257.

Cuvée Media Tasting Reminder

On February 6 a memo was distributed with a list of wines requesting samples for the annual Cuvée media tasting in Toronto. The deadline to submit samples is Wednesday, February 15th. Contact Linda Watts for information.

Competition Reminders

International Wine & Spirits Competition

The consolidation dates will be March 5-9, 2012. The updated memo is **attached**.

Ontario Wine Awards

The entry forms for the Ontario Wine Awards can be found on the website www.ontariowineawards.ca The wine consolidation will take place in Niagara from Wed. March 14 to Wed. March 21. Contact Linda Watts for information.

Wine Country Ontario Website – Events posting

Be sure to submit your winery's event to www.winecountryontario.ca/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site.

OMAFRA Food Processors' Workshops

OMAFRA will be holding a number of ***Good Manufacturing Practices workshops for Ontario food processors*** in the new year. These workshops explain food safety practices and help processors apply them at their facility. Using real-life, practical examples, attendees will learn how to improve food safety where they work from objective instructors with industry experience. The following 2 workshops run from 9:00 a.m. to 4:00 p.m., and cost \$45 plus HST:

Sanitation and Pest Control

Learn the importance of: an effective sanitation program, the 7 Sanitation Steps to minimize food safety hazards and apply them in your facility, the significance and incorporation of a pre-operational inspection and the strategies for pest identification and prevention activities.

- February 15, 2012 – Mississauga, ON

Preventative Maintenance & Calibration, Environment

Learn how to apply preventive maintenance and calibration practices to the equipment and devices in your facility that may impact food safety and how to implement practical control measures to address interior and exterior areas of concern in your facility.

- March 19, 2012 – Guelph, ON

In addition, you may book a **FREE** one-on-one session with a Guelph food safety advisor to review good manufacturing practices, HACCP, traceability and food defence plans specific to your facility, obtain tools to train your employees or practice preparing for an audit.

For more information on workshops or the one-on-one sessions, contact info is:

Telephone:	1-877-424-1300
E-mail:	advantage@ontario.ca
Website:	www.ontario.ca/foodsafety

PROFIT New-to-Exporting Seminar

PROFIT, a two-day seminar, organized by OMAFRA is a long-running and highly successful export-focused program which will give you a solid introduction to what's involved in exporting food and beverage products to the U.S. The seminar, featuring over 15 speakers, is a hands-on orientation covering the basic requirements for food and beverage exporters. Topics include export financing, product labelling, U.S. tax laws, U.S. food brokerage, U.S. food distribution, U.S. Food and Drug regulations, U.S. Customs and Border Protection, and U.S. customs brokerage. Export development services, provided by Ontario Food Exports will also be presented. Half a day will be spent in Toronto, then participants will travel by motorcoach to Buffalo for the next day-and-a-half. The cost includes the PROFIT GuideBook (containing all presentation materials), round-trip transportation to Buffalo, accommodation in Buffalo and all meals. Please note this seminar is offered only once a year and is restricted to 25 participants. For more information, or to register, call Jennifer Hannam at 519-826-3747 or email jennifer.hannam@ontario.ca.

When: June 5-6

Where: Toronto and Buffalo

Cost: \$350 + HST

Other articles that may be of interest to Ontario wineries.

<http://www.omafra.gov.on.ca/english/new/feb-comm-bulletin.htm>