

September 10, 2012

VQA Support Program

We have been advised that payments from the Province are on schedule and should be issued by approximately mid-September. If you have any questions on these, contact D. Gibson at the WCO office.

Photos of your winery

Each year we use photos of your winery property in the Wine Country Ontario Travel Guide. To keep the guide fresh and exciting we certainly want to encourage wineries to use this time of year to take new photos of their properties. We seem to find that when wineries think of this – it is usually February and not always the best time for outdoor photography. Remember to ensure any photos you take are high resolution – minimum 300 dpi, 3” wide x 2” high, CMYK in jpeg or eps format. If you have any questions, please contact Regina at ext 227 or email regina.foisey@winesofontario.org

Consumer Wine Shows

Attached is information about exhibiting in the Wine Country Ontario booth at the Ottawa Wine and Food Show and the Gourmet Food & Wine Expo in Toronto. Both shows take place in November. Register to participate here <http://www.surveymonkey.com/s/consumershow2012> Deadline is Friday, October 5, 2012

Ottawa Wine Challenge

If you have registered for the Ottawa Wine Challenge the judging takes place on September 15th. Reminder that wine entries may be dropped off during the following hours:

September 10th from 10:00am to 3:00pm

September 11th from 10:00am to 3:00pm

September 12th from 10:00am to 3:00pm

Wine Drop Off Address:

Bonnie & Dave Belwa
Festival Logistics
246 Clemow Avenue
Ottawa, ON
K1S 2B6
613-569-1444

If you require additional information or have any questions please contact:
Jaime@ottawawineandfoodfestival.com or 613-523-8355.

Ontariofresh.ca Unites Business and Farmers

- Marketplace Attracts over 1,200 Food and Agricultural Businesses-

(Toronto, Ontario) - The new version of the popular *Ontariofresh.ca* website was released today bringing more functionality and enhanced features to users. Connecting buyers and sellers of Ontario food, *Ontariofresh.ca* is a vital tool in finding new business partners to meet the growing demand for local food.

The new *Ontariofresh.ca* website allows local food buyers and sellers to search for products, announce the availability of seasonal products, and post contract opportunities by using a sophisticated search function. The website is also a source for industry information and stories from local food champions.

“*Ontariofresh.ca* is a game-changer that enables Ontario to capitalize on the demand for local food,” said Burkhard Mausberg, CEO, Friends of the Greenbelt Foundation. “Whether it’s Niagara’s tender fruit, the Holland Marsh’s vegetables, or award winning VQA wines, *Ontariofresh.ca* is helping connect the business of local food.”

Launched as a beta site in November 2011, *Ontariofresh.ca* has grown to over 1,200 registered industry professionals. The website serves as a valuable economic tool among food service businesses and food producers to help meet the growing demand for Ontario food. In a survey conducted among *Ontariofresh.ca* members in early 2012, 20% of respondents had made connections and half of those reported sales resulting directly from the website.

Members on the site include hospitals and other public institutions serving millions of meals each year. In addition, some of the largest food service operators and distributors in North America like Dana Hospitality and Gordon Food Services are utilizing the site to make business connections, along with innovative food processors like VG Meats and farms of all sizes and commodities.

“Before this website was in place, it could be very difficult to locate local producers. It allows you to search for specific products and size of operation - it’s like Facebook for food, putting a face to people that are buying and selling local,” said Kelly Hughes, Local Food Procurement Officer, Metro Toronto Convention Centre.

Create a new or update an existing profile by October 15th and be entered to win a weekend getaway. For more information visit Ontariofresh.ca.