



# Sustainable Winemaking Ontario Update—AGM June 2013

June 2013

## *What does Sustainability mean for Ontario's Grape and Wine Industry?*

### UPDATE ON SWO

<i>What does Sustainability Mean for Ontario's industry</i>	1
<i>Goals of the Sustainable Winemaking Ontario program</i>	1
<i>What's New</i>	2
<i>Vineyard and Winery Certification Program</i>	2
<i>SWO—Learning Modules</i>	3
<i>SWO—Tool Kit</i>	3
<i>BLOOM—Water and Waste Water Study</i>	3
<i>Lightweight Glass Update</i>	4
<i>About the WCO</i>	4

### Planet, People, Profit

Planet—the response and decisions made on how they affect the environment from water, waste, energy pesticides and factors that affect the planet.

People—ensuring a safe environment for people whether employees, consumers, neighbours to the vineyards and wineries and the overall community.

Profit—all decisions must be accountable to the success for businesses' bottom line.

The combination of all three need to be in-partnership to ensure the goal of a sustainable industry. Winemakers and growers care about their environment. They have vested interest in ensuring that the communities where they live and work continue to be sustainable. The industry is intimately connected to the natural environment. It is dependant on soil, water, sunshine and good management.

## *Goals of the Sustainable Winemaking Program*

Launched in 2007, the Sustainable Winemaking Ontario: An Environmental Charter for the Wine Industry was released as a proactive program to assist wineries and grape growers to improve the environmental performance of the industry over the long-term.

### Goals:

- To improve the environmental performance of Ontario's wine industry
- To continually improve the quality of wine-growing and winemaking in an environmentally responsive manner
- To provide a way to address consumer and resident questions in relation to the environment and wine industry
- To add value to Ontario's wine industry

### To do!

Please complete the Waste water survey for the research

- Link sent out in Monday, June 17th E-Blast. Details on page 3

## What's New



We have been busy working on tools and support for the Sustainable Winemaking Ontario program. Look for a few new items in the next couple of weeks:

- Vineyard and Winery Certification program
- Sustainable Winemaking Ontario—Learning

Modules for Administration, Production and Retail Staff

- Sustainable Winemaking Ontario Tool kit

As always, contact us or reference the member's site with any questions or updates

on programs.

Contact Regina at the WCO office  
[regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)  
 or  
[sustainability@winesofontario.org](mailto:sustainability@winesofontario.org)  
 for any questions for the sustainable programs.

## Vineyard and Winery Certification Program

Evolution of the program is important to ensure the “from soil to shelf” program will help sustain Ontario’s success on the world stage as consumers and wine connoisseurs are embracing local, environmental friendly products. Ontario’s grape and wine industry is committed to enhancing its environmental performance by introducing an auditable certification program to formally recognize the environmentally sustainable practices already adopted by its members.

Similar to other programs, the first step was to create a charter to ensure information was available for all wineries and growers and lay the ground work to create an auditable program that can become certified. California and other jurisdictions followed this path with evolving to a certified program 5+ years following the launch.

The Wine Council of Ontario, together with the Grape Growers of Ontario, have researched other programs, adopted many of the same

‘check points’ and have created a Vineyard Evaluation. This in-depth survey for grape growers is a voluntary program to record sustainable practices that will be verifiable through an independent audit. Incorporating grape growing sustainability with sustainable practices in winery production will result in certified Ontario wines to market to consumers.

Ontario’s Sustainability Program for the Grape and Wine Industry gives growers and wineries the educational resources to increase adoption of sustainable production practices, to record and measure their progress and the reporting provides a benchmark against industry averages and helps identify individual strengths and areas of improvement.

By creating a certified program, it recognizes and gives credibility to the sustainable practices that Ontario grape growers and wineries are doing already and provides a marketing opportunity to tell the story of products that are made with the same

environmentally friendly approach. Certification also raises awareness of our industry’s commitment to the environment and increases the ability of Ontario’s wines to complete domestically and internationally.

While the Sustainability Certification Program is voluntary, all growers and wineries are encouraged to participate in the program and with marketing support and promotion, we see many participating in the program and bring both growing and production together to allow for Ontario wines on the shelves of retailers that are made with the same mindset and tell the story of authenticity. With increasing consumer demand for certified sustainable products, this program provides an opportunity for Ontario’s growers, wineries and wines to compete in an ever growing market.

**“By creating a certified program, it recognizes and gives credibility to the sustainable practices that Ontario grape growers and wineries are doing already...”**

## *Sustainable Winemaking Ontario — Learning Modules*

Developed for all levels of winery personnel to assist with engagement in sustainable activities and goals for your winery.

The program consists of three modules developed for each department:

- Management, administration and owners
- Winemakers and production staff
- Retail and sales force

Created as online PowerPoint presentations with audio, these modules can be accessed through the member's site.

Each has a short quiz at the end which highlights key messages and learning to reinforce the message.

Aimed to launch in early July—we encourage all levels of staff to watch.

The goal is to start with these three modules and add more as topics arise.

Look for more information in the upcoming eblasts.



## *Sustainable Winemaking—Tool Kit*

Developed as a tool for wineries in Ontario to provide a quick overview on components and links to help wineries on their path towards sustainability.

Outlining each component from the charter document, survey guide, tracking sheets, newsletters and much more.

This is a great reference tool to keep on hand. The section How to Green your Winery helps you in assessing your current activities, develop an environmental policy, identify and rank environmental impacts/aspects according to significance, develop objectives and targets, implement an action plan, establish structure

and responsibility, make connections and training and communications, monitoring and measuring, and more—all aimed at continual improvement for your winery and the overall industry.

Look for the link to the PDF in the next few weeks.



SUSTAINABLE  
WINEMAKING ONTARIO  
TOOLKIT  
PRODUCED BY THE WINE COUNCIL OF ONTARIO



This document and graphic developed by our Partner, The Wine Council of Ontario. Thank you to all who contributed to the development of this document. The document is a collaborative effort of the Wine Council of Ontario and the Wine Council of Ontario.

## *BLOOM—Water and Wastewater Study*

The Wine Council of Ontario has accessed funds for a research study on Water and Wastewater issues and to provide solutions for Ontario wineries. This is very important for ALL wineries to complete as this initial survey will help us scope all the issues and challenges for the wineries across Ontario. We will be

looking for wineries to participate more in-depth and you can identify if interested in the survey. We are working with the Bloom Centre for Sustainability (BLOOM) to build the capacity of wineries to address priority water and wastewater challenges within the sector through actionable solutions that provides

business value for the winery.

Look for the link to an online survey to benchmark information on the current status of water and wastewater management at Ontario Wineries.



## Wine Council of Ontario

4890 Victoria Ave North  
PO Box 4000  
Vineland Station, ON,  
L0R 2E0

Phone: 905-562-8070  
Fax: 905-562-1993  
E-mail: [info@winesofontario.org](mailto:info@winesofontario.org)  
E-mail: [sustainability@winesofontario.org](mailto:sustainability@winesofontario.org)

[www.winecouncilofontario.ca](http://www.winecouncilofontario.ca)

Twitter: @WineCouncilOnt

### *Who we are*

*The Wine Council of Ontario is the champion of Ontario's high quality, authentically local Vintner's Quality Alliance (VQA) wines and of promoting wine country as a destination.*

*As a non-profit trade association, WCO represents 85+ wineries from across the designated viticulture areas of the province: Niagara Peninsula, Prince Edward County, Lake Erie North Shore as well as new emerging regions in Ontario.*

*Our members are grape growers, manufacturers and leaders in tourism in their communities. We are the future of Ontario's wine industry, which is a source of new investment, jobs and award-winning wines.*

## Lightweight Glass Update

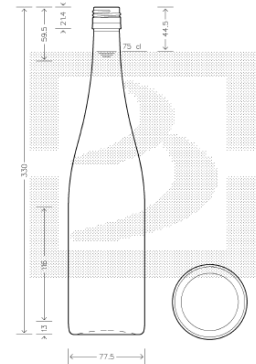
As you know the LCBO implemented their Lightweight Glass standard earlier this year. The goal is for all wine bottles under \$15 dollars in the LCBO Wines category to be less than 420g and 460g for Hock bottles.

The LCBO announced at the Trade Day presentation in May

the start of non-compliant letters and fees to suppliers.

We have created and updated the Lightweight Glass product guide and have circulated that document last week via email. The document is available on the members site ([members.winecouncilofontario.ca](http://members.winecouncilofontario.ca)) and more information from the LCBO is available on their 'Doing

business with the LCBO' Trade site.



REMEMBER – information on the Sustainable Winemaking Ontario program is available 24 hours a day on the Wine Council's member site.

Go to: [members.winecouncilofontario.ca](http://members.winecouncilofontario.ca) to login OR create an account if you don't have one yet!