

August 2, 2011

Member's Site – Wine Council of Ontario

Remember to visit the Wine Council of Ontario member's site

<http://members.winecouncilofontario.ca> to view past issues of the eblasts, and other information for member's only.

***Note:** the url has changed – update your bookmarks. Both addresses will continue to work for now.

WAR of 1812 activities

With events starting this fall regarding the celebration of the bi-centennial of the War of 1812. We are asking for wineries to let us know if and what events you are participating in or if you have any specially labeled wine in honour of 1812 etc.

We are working with the 1812 Legacy Council and will be partnering to promote winery tourism to the expected tens of thousands of tourists entering the regions (Niagara, PEC and LENS) for 1812 activities over the next 18 months or so.

If participating or planning anything special, please send a quick overview to Regina at regina.foisey@winesofontario.org.

If you are interested in participating – let me know as we will be communicating ideas over the next few months.

KPMG Economic Analysis of the VQA wine industry

As you know, reports done by KPMG entitled "Study of the Ontario Economic Impact Content of Ontario Wines" over the years have been extremely valuable to the WCO and the industry as a whole. Recently, members were provided a survey to complete so that this study could be updated.

If you did not receive the survey, or the accompanying notes of explanation, please contact D. Gibson at the WCO office (ext. 222).

In order to complete this study on a timely basis, **KPMG would like to have received this completed spreadsheet by now. If you have not yet submitted it, please do so as soon as possible.** Information can be submitted to D. Gibson at the WCO, or direct to Jamie Barnes at KPMG jamiiebarnes@kpmg.ca Any questions can be directed to Jamie by email or by telephone (416) 777-8374, or to D. Gibson at the WCO.

Update re Tax Relief on Promotional Wine

The Ministry of Revenue released last week the expected 'Information Notice' with respect to the exemption from the Wine Tax for promotional/sample wine. The Notice is available on the Ministry website at:

<http://www.rev.gov.on.ca/en/notices/bwt/0711w.html> or in a pdf format:
<http://www.rev.gov.on.ca/en/notices/bwt/pdf/0711w.pdf>

The Notice confirms that the exemption is to be claimed on an ongoing basis beginning July 1, 2011. It also provides clear instructions for how to claim the exemption for promotional wine distributions made from July 1, 2010 to June 30, 2011.

If you have any questions on this matter, please contact the Ministry of Revenue at 1-866-668-8297, or D. Gibson (ext. 222) at the WCO office.

Register for the Organic and Biodynamic Viticulture Workshop

August 23, 2011 – Niagara College

Registration: \$75.00

Visit: www.obvworkshop.com for more details.

WCO Social Media campaign

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

Opportunity to showcase Ontario wines to international sensory experts

For the first time, the Society of Sensory Professionals will host a networking event downtown Toronto for sensory students to meet and greet with experienced researchers. Vineland Research and Innovation Centre is part of the local organizing committee and we certainly see this event as a great opportunity to feature our local wines. It will be hosted at the Steam Whistle Brewery (which will provide the local beer) on Monday September 5 starting at 7:00pm. We count on 300 participants, half students and half researchers coming from the 5 continents.

For your winery to be featured, we suggest a donation of 6 bottles of your best seller, red or white. We look at a total of 3 cases to cover the event. Wines will be poured by on-site staff. We would be happy to display brochures of your product or winery.

Deliveries can be made at the Vineland Research and Innovation Centre, attention to Isabelle Lesschaeve until August 27.

For more information, please contact Isabelle at 905-562-0320 ext.769 or isabelle.lesschaeve@vinelandresearch.com

Ottawa Wine & Food Festival

November 11-13, 2011

Ottawa Convention Centre

Friday, November 11 – 12noon – 10pm

Saturday, November 12 – 12noon – 10pm

Sunday, November 13 – 12noon-5:30pm

Wine Country Ontario will participate in the 25th Ottawa Wine & Food Festival with the Wine Country Ontario booth. The show is moving back to the newly renovated Ottawa Convention Centre. The booth is being re-configured so that all winery stations will have equal exposure to traffic and we have negotiated excellent placement on the show floor. The winery participation package will be distributed on Friday, July 29th.

New Funding Opportunity

Today, a new Ontario funding opportunity, the Traceability Foundations Initiative (TFI), was launched. Applications for 2011/2012 will be accepted beginning **August 8, 2011, at 9:00am (EST)**.

The Traceability Foundations Initiative is a \$21.5 million, three-year joint federal/provincial funding program that provides up to 75 per cent cost-share funding to sector organizations and value chains to support voluntary, industry-led information sharing networks that will enhance agri-food traceability. Approved projects may be eligible for up to a maximum of \$5 million in funding per project.

The Application Form and Application Guidebook are now available on the Traceability website: www.ontario.ca/traceability.

These documents and more information is also available by emailing the Agricultural Information Contact Centre at tfi.omafra@ontario.ca or by calling 1-877-424-1300 (Northern Ontario Regional Office 1-800-461-6132); OMAFRA staff are on hand to help support applicants through the process.

Currently, a voluntary education session (plus Webex) is scheduled for August 3. This session will highlight general information about value chains, program details and demonstrate how to fill out the application.

For more information on the Traceability Foundations Initiative, or to view the session schedule, please visit our website: www.ontario.ca/traceability.

Free Workshop

You may also be interested in a free workshop being presented by the George Morris Centre titled *Capturing Competitive Advantage Through Traceability: Learning from the UK experience*.

The workshop will demonstrate how Ontario food and beverage companies can achieve the same competitive advantage in traceability that businesses in the UK have by using information systems that encompass multiple links along the value chain. This unique opportunity will provide insight into how successful businesses in the UK are benefiting from information sharing processes.

There is no charge for this workshop but space is limited.

When: August 8, 2011 from 9:00am to 12:00pm

Where: Delta Meadowvale, 6750 Mississauga Road, Mississauga

How to register: There is no charge - If you are interested in attending please contact Pat Dares by phone (519-822-3929 ext. 213) or email pat@georgemorris.org