



WINE COUNCIL
OF ONTARIO



WCO ANNUAL GENERAL MEETING

Cave Spring Cellars
June 9th, 2015

TOPICS FOR DISCUSSION

- Chair's Update – Year in Review
- President's Update
 - VIP & VQA Support Program
 - Ongoing Government Reviews
 - WCO Project Updates
 - Other Business
 - New Members
- Questions & Comments



CHAIR'S UPDATE

YEAR IN REVIEW:

- ◉ Record Membership in the WCO (100 +)
- ◉ Renewal of the Wine & Grape Strategy
- ◉ Creation of the Wine Marketing Association of Ontario & Hiring of Executive Director
- ◉ Active Participation in the Ed Clark Council
- ◉ AGCO Modernization Process in Beverage Alcohol
- ◉ Successful VQA Industry Day at Queen's Park



VIP & VQA SUPPORT PROGRAM

○ VIP:

- Guidelines now available. The website was recently launched along with the guidelines and deadlines for the 2015 program year. Agricorp is delivering the program. Intake for VIP opened Tuesday, May 19th and closes Friday, July 10th.

○ VQA Support Program:

- The 'official' program guidelines have been released.
- Grant applications for the 2015 funding year will be accepted from eligible wineries during the intake period of June 22 to July 31, 2015.
- Before the beginning of the intake period, Agricorp will send applications to eligible wineries along with their VQA table wine sales data. Applications must be submitted to Agricorp before the end of the intake period.



ONGOING REVIEWS

◎ AGCO Review

- In 2013, AGCO launched a comprehensive review of the regulatory requirements on Ontario's beverage alcohol industry. Some changes have been made while others will require the outcome of other initiatives and further policy work before proceeding.

◎ Advisory Council on Government Assets

- In April 2014, the government appointed an advisory council on government assets to provide recommendations to maximize the value of the LCBO. The Council continues to consult with stakeholders to refine their findings with regard to stakeholder and implementation issues. The government will review programming in support of the Wine and Grape Strategy once the Council has completed its work.



ONGOING REVIEWS

◎ AGCO Review re: Farmers' Markets

- In May 2014, AGCO launched the VQA wine sales at farmers' markets pilot project. There is a commitment to review the pilot after two years of implementation. Increased VQA wine sales through this new retail channel should be considered in overall reporting of VQA wine sales for the strategy.

◎ Co-ordinated Review

- On February 27, the Government of Ontario launched a co-ordinated review of the Growth Plan for the Greater Golden Horseshoe, the Niagara Escarpment Plan, the Oak Ridges Moraine Conservation Plan and the Greenbelt Plan, as required under their respective legislation. Deadline for comments: May 28, 2015. Comments will inform draft amendments to the plans, and will be presented at a second set of public consultations later this year.



OTHER UPDATES

- ◉ The WCO continues to enhance our educational tools to ‘educate the educators’ (for university and college students) and help train winery staff. Our course book, ***Wine Appellations of Ontario***, will be updated and printed this year.
- ◉ **Sustainable Winemaking** remains a priority for the WCO, and this past year has been busy. Building on past research projects for Water and Wastewater Management, the WCO and BLOOM have been further exploring pilots and studies to identify challenges and explore solutions that work for Ontario wineries.



SUSTAINABLE WINEMAKING

- Two key projects were conducted:
 - Identifying water security in Prince Edward County and encouraging the implementation of water meters on wells. We are also soliciting regional support for these initiatives, especially given the increasing number of wineries in the County.
 - Creating a best practices and general information portal (www.waterandwine.ca) for Ontario wineries which gives wineries a one-stop site to easily find information, view best practices and ensure the solution is right for them.
- Work continues to move the Sustainable Winemaking Ontario program from a voluntary program to certification-based model.



NEW MEMBERS

Emerging Regions

- Blueberry Hill Estates, St. Williams (Ontario South Coast)
- Gallucci Winery, Stouffville
- Holland Marsh Wineries, Newmarket

Niagara Escarpment & Twenty Valley

- Leaning Post Wines, Stoney Creek
- Redstone Winery, Beamsville
- Rennie Estate Winery, Beamsville

Niagara-on-the-Lake

- Big Head Wines, Niagara-on-the-Lake

Prince Edward County

- Broken Stone Winery, Hillier
- By Chadsey's Cairns Vineyard and Winery, Wellington
- Hillier Creek Estates & Winery, Hillier
- Three Dog Winery, Picton



NEW MEMBERS

- The Wine Council of Ontario's Trade Supplier Membership is now in its second year. This program aims to benefit WCO members and local businesses as it helps connect wineries with suppliers that offer a variety of services that are beneficial to the wine industry.
 - August Board meeting in LENS
 - December Board meeting in PEC
- Questions & Comments
- Presentations from WMAO & Agricorp

