

October 15, 2012

Upcoming Meetings

- **Tuesday, October 30, 2012**
WCO Town Hall Meeting
Pillitteri Estates Winery
9:30am – 3:00pm

- **Tuesday, November 20, 2012**
LCBO “How to” Workshop
Location: TBD
10:00am – 3:00pm

Gold Medal Plates – A Celebration of Canadian Excellence

David Lawrason advises that the Gold Medal Plates chef wine pairings have been completed in most cities, but wineries wishing to donate wines for the Gold Medal Plates Celebration and Awards events in Ottawa, Montreal, St. Johns and Vancouver should contact him at david@davidlawrason.com. He would love to see more Ontario wineries represented on GMP tables across the country.

Gold Medal Plates is the ultimate celebration of Canadian Excellence in cuisine, wine, the arts and athletic achievement. It features superb wines and the premier chefs in each city, paired with Canadian Olympic and Paralympic athletes, in a competition to crown a gold, silver and bronze medal culinary team in each city, and subsequently nation-wide at the Canadian Culinary Championships in Kelowna, Feb 10th to 12th, 2012. Founded in 2003, the goal of Gold Medal Plates is to raise substantial funds for Canada's high performance athletes, while celebrating Canadian excellence. Since 2004, this event has received tremendous support and accolades all across Canada, and generated a combined net total of close to \$6 million for Canada's Olympic and Paralympic athletes! See the attachment for additional details.

Ontario Culinary Tourism Alliance (OCTA) Summit – Oct 22nd, 2012 London Ontario

Space is still available to attend the OCTA Summit in London. More information is available at: <http://ontarioculinary.com/octasummit>

Ontario Tourism Summit (OTMP) – Oct 23, 24th, 2012 in London Ontario

More information is available at: www.ontariotourismsummit.com

Award for Burning Kiln Winery

At the recent annual Premier's Summit on Agri-Food Innovation, the Premier announced that [Burning Kiln Winery](#) won a Minister's Award for repurposing and adapting tobacco kilns to dry grapes. This is a very prestigious award – our congratulations to Burning Kiln!

Also at the summit, the Premier launched a \$10 local food challenge -- asking families to shift \$10 of their existing weekly food spending to local food. If every Ontario family made the weekly shift it could increase Ontario food sales by \$2.4 billion and create 10,000 jobs.

Niagara Sustainability Initiative

Doing your part for the environment and want to choose suppliers who do the same? The Niagara Sustainability Initiative is holding a "Green Procurement" workshop on Tuesday October 16th, 2012 from 8am to 10 am at Rodman Hall. Dr. Robert Klassen, from the Ivey School of Business, and Kithio Mwanza, of the Greater Niagara Chamber of Commerce will be describing sustainable supply chains and how it can help your business. For more information or to sign up for the event please visit:

<http://niagarasustainability.org/events/green-procurement-educational-forum>.

Niagara RTO – Tourism Partnership of Niagara – Stakeholder Meeting

Nov 6th, 9am-12pm, Fallsview Casino

The Tourism Partnership of Niagara will be holding its semi-annual stakeholder meeting on Tuesday November 6th at 9:00am, Niagara Fallsview Casino Resort. We will be sharing more information as we approach the date.

Taste Ontario! Ottawa 2013

Wine Country Ontario will organize a trade and media tasting at the National Gallery of Canada on Monday, February 11, 2013 which is during the annual Winterlude Events. Wineries can sign up to participate at the following link until Friday, October 26th <http://www.surveymonkey.com/s/ottawa2013> Contact Linda Watts for more information.

CVA National Wine Industry Economic Study

In early September, WCO members were notified that the CVA had commissioned a study on the economic contribution of the wine industry on a national basis. The WCO supports this study, as it may provide valuable information on the industry that can be used in ongoing discussions with both the provincial and federal governments.

WCO members can make a significant contribution by participating in the survey process. If you have not yet had the chance to complete a survey previously sent by the consultant (Rimerman), we encourage you to do so, this week. Your winery-level survey data will be held as commercial-confidential by Rimerman and only aggregated data will be used in any reports or communication material.

If you have any questions on this study, or require another copy of the survey, please contact D. Gibson at the WCO office.

Taste Ontario! Toronto Wine Returns

A Reminder that the wines remaining after the September 28th events at the Ritz Carlton Hotel in Toronto can be picked up as soon as possible at Borderline Systems, 140 Cushman Road, St. Catharines. If needed, contact Linda Watts for more information.