

**June 18, 2012**

### **Upcoming Meetings**

- **Wednesday, June 20, 2012**  
WCO Marketing Committee Meeting  
WCO Boardroom  
10:00am – 12:00pm  
\*If you wish to attend and Audit the meeting, please contact the WCO office.
- **Wednesday, June 20, 2012**  
WCO Tourism Committee Meeting  
WCO Boardroom  
2:00pm – 4:00pm  
\*If you wish to attend and Audit the meeting, please contact the WCO office.

### **Activities**

- **Friday, June 22, 2012**  
WCO Staff meeting with LCBO
- **Thursday, June 21, 2012**  
2012 LCBO Elsie Awards

### **The Wine Country Ontario Ad Campaign**

The Wine Country Ontario Ad Campaign was launched on June 11, 2012. Please see the attached document for further information and the creative.

### **Social Media Support for Drink It All In ad Campaign**

A scavenger hunt contest to find the stunt board through our Twitter followers will open on Tuesday June 19. We will send out periodic clues to tip off the location of the stunt board and what the board looks like. This will encourage fans to find the board and take a photo of themselves in front of the board. Users will then be asked to submit photos of the stunt board via Twitter if they are able to find it using the hashtag #socloseyoucantasteit and Twitter handle @winecountryont

By having followers on Twitter tweet the image, we will hopefully get the organic sharing of the image that we're after. Due to Facebook regulations, we cannot ask users to like a post or upload a photo to the wall as a contest entry. To engage our Facebook fans we will cross-promote the contest on Facebook. With the cross-promote back to Facebook fans can see the photo album of entrants' photos.

- We will be accepting photo submissions for two weeks beginning June 19. The contest will close July 6 (the last day of the stunt board).
- The Veritas team will randomly draw one winner who will get the ultimate wine experience valued at a minimum of \$500.

### **New! Twitter Communications for Wine Council of Ontario**

The Wine Council of Ontario has created a new Twitter handle **@winecouncilont** with the idea of having this outlet of communication for topics that we would not discuss via the Wine Country Ontario social media outlets.

Hillary Dawson and Magdalena Kaiser-Smit are managing this account. We suggest that winery members (who are active in social media) follow both **@winecouncilont** and also **@winecountryont** and understand the differences in some of the messaging that you might see within these communication outlets.

Please let Hillary or Magdalena know if you have any questions regarding this new Twitter account.

### **Last Chance! LCBO – WOW Tour program sign up – Forms due June 19<sup>th</sup>**

Please refer to the email distributed on June 4<sup>th</sup>, 2012 pertaining to the upcoming Summer WOW tours. Be sure to submit your forms by **June 19<sup>th</sup>** for consideration – no exceptions. Contact Regina with any questions: [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)

### **VQA Wine Support Program update**

Last week, you should have received information from Graham Flanagan at MEDI with respect to the VQA Support Program. The information package contained all the documents necessary for participants to complete their application for this year.

The package included a letter which shows the time/date of 'information sessions' which will be held. For those familiar with the program, the information sessions will be similar to those held in previous years. Graham did present a summary of the session at the WCO AGM on Tuesday June 12 at Cave Spring – that is why the St. Catharines session on Monday, June 18 is **by appointment only**. For those members who were unable to attend the AGM, full sessions are being held in Prince Edward County, LENS / EPIC, and Toronto. (in addition to the session in St. Catharines).

**Please note that the application deadline is July 6, 2012.**

If you have detailed questions on the VQA support program, please contact Graham directly (416-327-3975 or [graham.flanagan@ontario.ca](mailto:graham.flanagan@ontario.ca)), or D. Gibson at the WCO office (ext. 222).

### **OMAFRA programs**

The Traceability Foundations Initiative (TFI) is open for a second intake of applications. Approved projects may be eligible for up to a maximum of \$5 million in funding per project.

You can submit your project anytime until the cut-off date of **July 24, 2012**. However, as with any funding program, we recommend applying as soon as possible.

An application process map has been developed to guide you through the application process. Additional tools and information can be found at [www.ontario.ca/traceability](http://www.ontario.ca/traceability) - click on "funding".

A TFI Eligibility Assessment Tool has been designed to help you determine your eligibility as an applicant. Using the assessment tool is the first step in the application process. Download the tool and answer the questions to determine if you should complete an application.

Please contact the Agriculture Information Contact Centre at 1-800-424-1300 if you have any questions.

### **Canadian Wine Awards**

#### **THE WINE ACCESS 2012 CANADIAN WINE AWARDS (CWA) IS NOW OPEN!**

For the 12th consecutive year, these much-anticipated annual awards will recognize and celebrate excellence in 100 per cent Canadian-grown and -produced wines. The CWAs are the definitive competition for domestic wines in a range of categories, and the top title of **Winery of the Year** has become the most prestigious distinction in the fast-growing Canadian wine industry.

A panel of the nation's top wine experts will judge the entries August 13 through 16 in Penticton, British Columbia, with the full results appearing in the December 2012/January 2013 edition of *Wine Access* magazine.

There is no minimum or maximum number of wines any single winery may enter in the competition. Remember, to be eligible for the Winery of the Year award a minimum of six wines must be entered, the top five of which will determine the winner.

For complete information on how to enter, including where and when to ship your wines, visit [wineaccess.ca/CWA](http://wineaccess.ca/CWA).

#### ***Why should I enter the CWAs?***

This is an unrivalled opportunity to raise the profile of a smaller or new winery, or reinforce an established winery's reputation for quality. Can you afford not to be there?

#### ***What will the CWAs do for my winery and its wines?***

No matter where a wine comes from, how big or small the winery, every entry starts on equal footing with our judges. A medal-winning performance in a CWA category is a priceless marketing tool. The awareness created by publication in *Wine Access* magazine on the list of the nation's best wines will boost sales and interest in everything your winery produces, now and in the future. Good luck in the competition, and may the best wines win!

### **Executive Course – Available to WCO members**

Through our membership in the Association of Ontario Food Processors, WCO members are entitled to attend **(at no charge)** the Managing for Success Executive Series. There are 2 sessions currently scheduled, for June 21 and June 26. See the website at <http://www.managingforsuccess.ca/> and click on 'Executive Series Registration'. Further details are available on the website and the information sheet attached to this e-blast.

### **OGWRI – Request for Proposals**

Ontario Grape and Wine Research Inc. is the non-profit corporation owned by the WCO, WGAO and GGO, the objective of which is to enhance the profitability and sustainability of the Ontario grape and wine industry, through directed and coordinated financing of research and development activities. OGWRI is dedicated to insuring prosperous growth within the industry by focusing its efforts on three instrumental research pillars: viticulture, oenology and market research.

OGWRI is currently requesting proposals from interested applicants. The proposal has been circulated directly to those organizations who have previously expressed interest in receiving funding (i.e. university-related organization such as CCOVI, Brock, U. of Guelph, and other private organizations).

Any interested party may fill out a pre-proposal form (which is attached to this e-blast together with their 2012 research priorities). **The form must be completed by June 30, 2012.**

If there are any questions on OGWRI matters, please contact D. Gibson at the WCO office. For more detailed questions on this proposal, please contact Nick Hubbard at the GGO office (905-688-0990 ex 229 or [nhubbard@grapegrowersofontario.com](mailto:nhubbard@grapegrowersofontario.com)).

### **Wine Country Ontario Website – Events posting**

Be sure to submit your winery's event to [www.winecountryontario.ca/submit-event](http://www.winecountryontario.ca/submit-event) for posting on the website. Content for the WCO social Media campaign will be pulling events from that site. ***BE SURE to enter your event with proper grammar, punctuation and capitals. We are finding many are not being entered properly and we need to re-write the postings.*** As we approach summer and more events are posted, your attention to this matter is much appreciated.

### **Wine Country Ontario Website – Winery listings**

Each winery has access to adjust their winery listing, hours of operation and wines posted on the site. The access package was distributed to each winery on March 28, 2012. If you need your access information (and can't find the original email) please contact Regina at [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org).