

October 10, 2011

Upcoming Meetings

- **Thursday, October 27, 2011**
WCO Town Hall Meeting
Hernder Estate Winery
9:30am – 3:00pm

Save the Date – 11:00am October 18th, 2011

Visit the Wine Council of Ontario's new home at The Lodge at VRIC. Mark your calendars for Vineland Research & Innovation Centre Ribbon Cutting Ceremony for "The Lodge". Enjoy delicious wine and culinary pairings while you visit our new offices. Open House from 11:00am – 1:30pm.

Taste Ontario! Wine Returns

A reminder that the wines returned from the Taste Ontario! events at the Ritz Carlton on September 19th are ready to be picked up at Borderline Systems, 140 Cushman Road, St. Catharines, weekdays until 4:00pm. Please try to pick up by Friday, October 14th. Contact Linda Watts for more information.

WCO Address

It is apparent from our incoming mail that many members have not updated their mailing records to our new address - many still use our old office address in St. Catharines. To ensure we don't miss any correspondence from you – please ensure you have updated your accounting or other mailing records for our new address: **4890 Victoria Ave North, PO Box 4000, Vineland Station, L0R 2E0.**

Opportunity

We received notice of the following opportunity through our membership in the Alliance of Ontario Food Processors:

"Managing for Success" is a business development project of Growing Forward, a federal-provincial initiative. "Managing for Success" is a confidential, one-on-one assessment that could help give your food or beverage business a competitive advantage. An experienced business advisor will work with you to help determine where you can improve your company's management practices – from strategy and leadership to marketing, sales, human resources and operations. The outcome? Tools and resources for a better managed company and a stronger food processing industry. Only a limited number of companies from a cross-section of the Ontario food and beverage processing sector will receive this complimentary, personalized assessment valued at over \$5,000. This is a

valuable opportunity for those who would like to take advantage – if you are interested, please visit www.managingforsuccess.ca or call 519-650-3741.

Consumer Shows

Only a few spaces remain in both shows.

Wine Country Ontario will exhibit at the Ottawa Wine & Food Show and the Gourmet Food & Wine Expo. Both shows take place in November as follows:

Ottawa – November 11 - 13, 2011

Toronto – November 17 - 20, 2011

There are 2 opportunities for WINERY participation:

Pod (includes bar below) \$1000/show

Purchase individual pod for the duration of a show, each winery can sample 4 VQA wines plus one additional wine will be sold at the central bar. Proceeds from ticket redemption from the bar will be shared equally among wineries.

One winery personnel will be required to staff the pod for the duration of the show.

Bar:

For \$300 per show we will sell one wine by sample from the central bar for the duration of the show. Professional staff will be hired to pour. Proceeds from ticket redemption in the bar area will be shared equally among wineries.

To participate in consumer shows, go to the following link:

<http://www.surveymonkey.com/s/consumershows2011>

Royal Agricultural Winter Fair Ontario Wine Competition

To find information about the wine classes and rules:

<http://www.royalfair.org/CompetitionBooks> and scroll down in Agriculture Products to: Wine Competition

To find an Entry Form for mailing or faxing: <http://www.royalfair.org/CompetitionBooks> - scroll down below Agriculture Products to Entry Forms and choose Wine Entry Form

To enter Online - <http://www.royalfair.org/EnterOnline> - scroll down to instruction Click here to enter ONLINE. The deadline is October 14, 2011.

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.

Export Funding for SME's

The 2012/13 application for Small and Medium-sized Enterprise (SME) funding offered through the AgriMarketing Program of Agriculture and Agri-Food Canada is now available. Attached you will find the application kit which includes a guideline document to assist you in completing the new application. As with previous years, this program is open **to export ready companies with up to a maximum of 250 employees** and provides funding support up to a maximum of \$50,000 annually (must spend \$100,000 to obtain \$50,000) for the following eligible activities:

- Advertising in print and electronic media, billboards and posters
- In-store and food service promotions, product demonstration to buyers and consumers
- Trade seminars designed to inform industry representatives of specific attributes of Canadian agriculture, food and seafood products
- Trade show attendance as a non-exhibitor. (i.e. walking the show or meeting with potential clients)
- Trade show attendance as an exhibitor, only at trade shows where the AMP is not funding a National Industry Association that represents the same sector
- Technical training of foreign buyers about Canadian products and product handling
- Outgoing missions, exploratory missions
- Incoming missions, training sessions

Please review the criteria documentation in the guideline for more information about the types of expenses that are considered eligible. **Please also note this program is not available for activities in the United States or Canada.**

If you are interested in applying to this program, complete the attached application and excel document in full and return it to the attention of the CFEA by email **no later than December 16th**. An original will also need to be submitted by mail. Please also ensure that you sign the application or it will not be processed. The association will then review and submit your application to the AgriMarketing department.

Please also note that the following activities offered by the association are not eligible under the SME program:

Food Hotel Asia, Singapore April 17-20, 2012
Sial China, May 9-11, 2012
PLMA Amsterdam, May 22-23, 2012
Taipei Food Show, June 27-30, 2012
Sial Paris, October 21-25, 2012
Hong Kong Wine and Spirits Fair, November 2012
ISM Show, February 2013
Gulfood Show, February 2013
IFE Show, London, England, March 17-20, 2013
Foodex, Japan March 2013

However if you do plan to participate with the association in these activities you can put a request into the SME program to fund additional stays to do meeting follow up.

For those of you that applied for funding in 2011-12 and have not heard about your application, we are still waiting on more information and will follow up with you once we have the outcomes from Agriculture and Agri-Food Canada.

If you have any questions or need assistance with completing the application please contact:

Susan Powell
Canadian Food Exporters Association
100 Sheppard Avenue East, Suite 600
Toronto, ON M2N 6N5
Tel: (416) 445-3747
Fax: (416) 510-8043
Email: susanp@cfea.com