

June 6, 2011

WCO OFFICE HAS MOVED!!

The WCO has now moved to our new office at the Vineland Research Centre. The new office contact information is:

Address:
4890 Victoria Avenue North
P.O. Box 4000
Vineland Station, ON
L0R 2E0

Telephone: 905-562-8070
Fax: 905-562-1993

All staff emails remain the same.

Annual General Meeting

The AGM of the WCO will take place on **Tuesday, June 14 at Cave Spring Cellars, beginning at 9:30 a.m.** This is a great opportunity for all members to keep well informed on the many issues which are ongoing in the industry. Please make extra efforts to join us. RSVP to Tanya at the WCO office.

WCO Board and Committee Nominations

The WCO Board and Committee Nomination information for the upcoming AGM has been sent out to all wineries. If you have not received the information or have any questions, please call Tanya at the WCO office.

VQA Support Program

The Ministry of Economic Development and Trade (MEDT) has distributed packages with respect to this year's VQA support program (which reflect sales through the LCBO up to March 31, 2011). You should have received your package by now. Please review the material sent, and if you have any questions please call Margaret Vokes at MEDT at (416) 327-3975.

Important note: In the distribution, the application form referred to an incorrect date range for eligible expenditures. **MEDT has advised us that expenditures eligible for this year's grant are those incurred from April 1, 2010 to June 30, 2012.**

Upcoming workshops on the application form (and generally on the program) still to be held, will be on June 7 (Picton), June 8 (St. Catharines) and June 10 (Harrow). If you have any general questions about the program, please contact D. Gibson at the WCO office (ext. 222).

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.

Riesling Experience – An International Celebration of Style, Structure and Purity

The *Riesling Experience*, first held at Brock University, Ontario Canada in 2008, was so successful that the organizers are back again for 2011 with an expanded two-day program. World-renowned French producer, **Pierre Trimbach** will open the event with a tutored tasting of his top Rieslings and will discuss his experiences with Riesling in Alsace. It will be hosted at CCOVI at Brock University, on June 9, 2011.

The purpose of the gathering is to bring together producers, trade, and media and wine enthusiasts from Canada, the US and around the world to share and learn more about the diversity, beauty and versatility of Riesling. Of all the noble varieties in the world, we are constantly amazed by its infinite dimensions and the people who give this exquisite variety its fullest expression.

The program will also include:

- a "Great Lakes" panel with representatives from Michigan, New York, Ohio and Ontario
- a Riesling-friendly luncheon and an international Riesling tasting
- a second optional day including a hands-on vineyard tour of Niagara's oldest and most award-winning vineyards and luncheon

To register for one or both days of the conference, www.rieslingexperience.com

Gathering re Larry Paterson, aka 'The Little Fat Wino'

Larry Horne asked us to pass on this notice of this upcoming event in memory of Larry Paterson:

Due to the untimely death of our good friend Larry Paterson, many of us who knew him never got to properly say goodbye to him ... here's your chance to pay your last respects and hoist a glass to the man we called "The Little Fat Wino", on **Sunday June 12, 2011, Calamus Estate Winery, at 4:00 pm** (until everyone leaves!).

We will be have some simple BBQ fare - all that we ask is that you bring along \$5 to help cover the cost and, as special tribute to the late Mr. Paterson we also ask you to bring along a special bottle of wine keeping the following parameters in mind: your oddest variety, weirdest blend or dodgiest bottle, as Larry would have liked it that way.

Jim Warren will be releasing a wine at the event made in memory of Larry, called Radical Red - made from Merlot and Landot (which Larry himself planted at Lakeview a few years ago). Tawse has donated the Landot grapes, and Stoney Ridge donated the Merlot. This wine has already won a gold medal at the All Canadian Championships recently. It will sell

for \$25 with all proceeds donated to two charities chosen by Larry's wife Barb. Only 1 barrel, 300 bottles available!

Please RSVP to Larry Horne on or before June 5 horneland@msn.com, or through Calamus Estate Winery.

The Ontario Table by Lynn Ogryzlo

You are invited to the book launch - Wednesday, June 22nd at 12:00pm. The Ontario Table is a full colour guidebook, resource book and agricultural storybook wrapped together as a consumer user-friendly cookbook. It informs consumers not only from an educational or informational platform but from a recreational, fun and lifestyle platform giving the guidebook a higher user ratio and longer lifespan.

The Ontario Table will be sold across Ontario at wineries, farms, farm markets and local, independently owned and operated companies that fit the core values of local food. When farmers and small farm businesses sell the book, it provides a high margin, value added product that channels profits into agriculture. It is estimated that this project can contribute \$360,000 to Ontario agriculture through sales of The Ontario Table and \$2.4 billion in additional farm sales. For further information please see the attached PDF from Lynn.