

January 28, 2013

Upcoming Meetings

- **Wednesday, February 13, 2013**
WCO Town Hall Meeting
(includes presentation re MOL upcoming audits – see below)
Location to follow

Wine Country Ontario Travel Guide – Deadline is NOW!!

The winery package has been sent out calling for information/updates for inclusion in the 2013 Wine Country Ontario Travel Guide. Please contact Regina at the WCO with any questions. If you have not submitted the forms to Regina, you **MUST** do so as soon as possible.

WCO Membership Renewal Form

Watch for an e-mail that will be sent to all members today which included a summary of membership fees for the upcoming year (beginning April 1, 2013). The e-mail included the usual form to be signed and returned (e-mail or fax to Tanya at the WCO office). Please do so as soon as possible, so that we may begin our budget process for the upcoming year. If you have any questions on any of the material sent out, please contact Duncan at the WCO office).

Ontario Ministry of Labour (MOL) – upcoming audits of wineries

As part of the ministry's Safety at Work Ontario strategy, the ministry is focusing on enforcement, compliance, and partnership. The goal is to improve workplace health and safety practices through education, training, and enforcement of the Occupational Health and Safety Act. A series of inspection blitzes have been scheduled for 2013. These inspections will focus on identifying, addressing, and eliminating industry-specific hazards. During the months of February and March, these inspections will target the food and beverage processing industry, which includes wineries.

The MOL will do a short presentation to WCO members at our February Town Hall meeting, at which time they will discuss exactly what the ministry will be looking for, etc. Your attendance at the Town Hall will help you prepare for these audits.

My Wine Shop

The campaign continues to be strong and we encourage wineries to please become informed and involved!

Visit www.mywineshop.ca and also follow the link for the most recent Campaign Update:
http://members.winecouncilofontario.ca/content/mywineshop/My_Wine_Shop_-_Update_2.pdf

Sustainable Winemaking Ontario - 2013 Sustainable Self-assessment Survey

Make sure your winery has a "green leaf" in the *2013 Wine Country Ontario Travel Guide* by filling out the *2013 Sustainability Self-assessment Survey*, part of the *Sustainable Winemaking Ontario: An Environmental Charter for the Wine Industry*.

Deadline for participating is February 15th, 2013 to allow for the “green leaf” to be included in this year’s guide.

How to get started:

Log on to the *Wine Council of Ontario* member’s site to access the *2013 Sustainability Survey* at <http://members.winecouncilofontario.ca/survey.php>. Don’t have an account?

Register for an account at <http://members.winecouncilofontario.ca/account-create.php>. Don’t forget to check out all of our sustainability publications while visiting.

If you have any questions or concerns, please do not hesitate to contact Regina at the WCO to discuss. Regina.foisey@winesofontario.org or call 905-562-8070 ext 227

Mystery Shop Program

Each winery participating in the guide will be receiving new login information for the Mystery Shop portal to access your winery reports this week.

Eastern Winery Exposition (EWE)

The wine industry conference and trade show for the Eastern U.S. and Canada, taking place March 6-8, at the Lancaster County Convention Center in Lancaster, Pennsylvania. Over 230 exhibit booths are expected this year and 22 conference sessions are being offered.

The Wine Council of Ontario is a supporter of the conference and organizers are offering our members a 10% discount off registration rates including free admission to the exhibits. Visit The EWE website (www.EasternWineryExposition.com) to register using the code WCO1 in addition to online registration the website features information about exhibitors, the conference program, networking events, speakers, schedule, hotel and location information.

The conference will provide complimentary return bus transportation to the conference from the Niagara Region if there is interest from a minimum of 10 participants. Please advise Linda Watts at linda.watts@winesofontario.org if you would like to express interest in the bus offer.

Ontario Food Export Award

The Ontario Food Exporter Award recognizes and honours the importance of exporting to the Ontario agri-food industry and the Ontario economy. The 2013 Ontario Food Exporter Award recognizes an exporter’s successful expansion into new export markets, as well as their creativity and excellence in approaching international markets.

Why apply:

- Increased brand awareness and credibility with customers
- A boost to employee morale through recognition of their contributions
- Media coverage enhancing profile with customers, investors, employees and suppliers
- Finalists will be featured at the Canadian Agri-Food Export Gala Dinner in April 2013 at SIAL Canada in Toronto where the winner will be announced and presented with the award

Eligibility Criteria:

- Must be a client of OMAFRA’s Ontario Food Export program
- Company’s food products must be produced in Ontario

- Must be a food processing and/or farming business (trading houses and companies in the service and distribution sectors are not eligible)
- Operating for a minimum of two years
- Exporting outside of Canada for a minimum of 1 year
- Entered a new market/trade channel within the last 2 years
- Earned foreign revenue in excess of 15% of gross sales

Attached please find an application form and information flyer.

To learn more about the Ontario Food Exporter Award including past winners and finalists please visit: <http://www.omafra.gov.on.ca/english/food/export/exporter-award.htm> Contact: Dean Post, Supervisor, Ontario Food Exports, (519) 826-4477

PR & Communication Updates and Opportunities

Friendly Reminder: Considering the recent media attention around publishing wine reviews without the author's permission...please note that we are sharing information with you for informational purposes only. Should you wish to use a writer's review for marketing purposes, it is recommended that you get their permission.

VQA Promoter's Award – Deadline is February 1st, 2013.

<http://brocku.ca/ccovi/outreach-services/experts-tasting/promoting-promoters-nomination-form>

Recent Articles:

Two attachments include:

- La Revue du vin de France
- Jancis Robinson's Purple Pages

<http://magazine.greatwinenews.com/#/30/>

<http://citybites.ca/wine-features/2013/1/20/winter-wine-wonderland-in-niagara>

<http://www.theloop.ca/living/travel/top-vacations/article/-/a/1178199/Icewine-and-romance-at-Niagara-Falls>

<http://vacay.ca/2013/01/niagara-icewine-festival-brings-cheer/>

<http://www.winespectator.com/webfeature/show/id/47926>