

**January 14, 2013**

## **Upcoming Meetings**

- **Wednesday, February 13, 2013**  
**WCO Town Hall Meeting**  
**Location to follow**  
**9:30am – 3:00pm**

## **Competition Consolidations**

Please find attached the memo and excel spreadsheet detailing the competitions that Wine Country Ontario will consolidate in 2013. If you have any questions contact Linda Watts.

## **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  
Phone: (519) 826-4477

## **My Wine Shop**

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

Visit [www.mywineshop.ca](http://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](http://members.winecouncilofontario.ca/content/mywineshop/My_Wine_Shop_-_Update_2.pdf)

Recent articles:

<http://www.ottawacitizen.com/life/Pilot+project+sell+liquor+grocery+stores+only+start+some/7761650/story.html>

<http://www.torontosun.com/2012/12/31/will-we-shop-differently-for-wine-in-2013>

## **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 15<sup>th</sup>, 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](mailto:Regina.foisey@winesofontario.org) or call 905-562-8070 ext 227

## **Wine Country Ontario Travel Guide – Call for information**

The winery package will be sent out this week calling for information/updates for inclusion in the *2013 Wine Country Ontario Travel Guide*. If you do not receive it by Friday – please contact Regina at the WCO.

## **Ontario Vineyard Improvement Program – Intake 3**

Intake 3 is now open is accepting applications for Year 3. The scheduled close of Intake 3 is March 29<sup>th</sup>, 2013.

Further information (including application and guidebook) can be found on the OMAFRA website at: <http://www.omafra.gov.on.ca/english/rural/ovip/index.htm>, or through the GGO website at: <http://www.grapegrowersofontario.com/ovip>

### **Managing for Success Executive Series**

The final 2 courses in this series are being held in Toronto (Hilton DoubleTree, Toronto Airport) this month:

- **Effective Strategic Planning** - January 16th, 2013
- **Managing Talent** - January 30<sup>th</sup>, 2013

WCO members are invited to attend these FREE courses under our membership in the AOFP. These are the final opportunities for food and beverage processors to take advantage of these free courses. Details of both are attached. Companies can sign-up online at: <http://www.managingforsuccess.ca/learning-tools/learning-opportunities/mfs-executive-series>

### **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](http://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](mailto:linda.watts@winesofontario.org) if you would like to express interest in the bus offer.

### **PR Updates and Opportunities**

**Sara d'Amato has moved! Please update your files.**

**Writer, Sommelier, Wine Consultant**

m: 647-407-7728 email: [sara@saradamato.com](mailto:sara@saradamato.com)

As of January 3rd, any material or samples can be sent to:  
307 Willow Avenue  
Toronto, M4E 3K6

### **Icewine Festival**

Icewine Festival has started many of you have started picking! Niagara's stakeholders, along with Wine Country Ontario have been working to collaborate to leverage all of our activities and communications. Similar to year's past, we will be hosting a number of media, bloggers and trade in wine country during this time. The following press release pulls all of the information together and we encourage you to please read and share!

<http://www.newswire.ca/en/story/1083393/countdown-for-icewine-starts-in-wine-country-ontario>

**Recent Articles:**

<http://www.thestar.com/specialsections/holidayguide/article/1309471--champagnes-sparkling-wines-bubbles-for-new-year>

<http://www.courant.com/travel/ct-trav-1230-food-niagara-20121230,0,3245696.story>

<http://www.winefox.ca/articles/must-try-ontario-bubbles/>

<http://www.ottawacitizen.com/life/food-wine/Sparklers+Year+fizz+ivities/7744725/story.html>

<http://www.winnipegfreepress.com/arts-and-life/food/sparkling-wine-pairs-well-with-most-foods-for-new-years-gathering-sommelier-184657781.html>