

August 15, 2011

Member's Site – Wine Council of Ontario

Remember to visit the Wine Council of Ontario member's site <http://members.winecouncilofontario.ca> to view past issues of the eblasts, and other information for members only.

***Note:** the url has changed – update your bookmarks. Both addresses will continue to work for now.

WAR of 1812 activities

With events starting this Fall regarding the celebration of the bi-centennial of the War of 1812. We are asking for wineries to let us know if and what events you are participating in or if you have any specially labeled wine in honour of 1812 etc.

We are working with the 1812 Legacy Council and will be partnering to promote winery tourism to the expected tens of thousands of tourists entering the regions (Niagara, PEC and LENS) for 1812 activities over the next 18 months or so.

If participating or planning anything special, please send a quick overview to Regina at regina.foisey@winesofontario.org.

If you are interested in participating – let me know as we will be communicating ideas over the next few months.

Register for the Organic and Biodynamic Viticulture Workshop

August 23, 2011 – Niagara College

Registration: \$75.00

Visit: www.obvworkshop.com for more details.

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.

Opportunity to showcase Ontario wines to international sensory experts

For the first time, the Society of Sensory Professionals will host a networking event downtown Toronto for sensory students to meet and greet with experienced researchers. Vineland Research and Innovation Centre is part of the local organizing committee and we certainly see this event as a great opportunity to feature our local wines. It will be hosted at the Steam Whistle Brewery (which will provide the local beer) on Monday September 5 starting at 7:00pm. We count on 300 participants, half students and half researchers coming from the 5 continents.

For your winery to be featured, we suggest a donation of 6 bottles of your best seller, red or white. We look at a total of 3 cases to cover the event. Wines will be poured by on-site staff. We would be happy to display brochures of your product or winery.

Deliveries can be made at the Vineland Research and Innovation Centre, attention to Isabelle Lesschaeve until August 27.

For more information, please contact Isabelle at 905-562-0320 ext.769 or isabelle.lesschaeve@vinelandresearch.com

New Funding Opportunity

A new Ontario funding opportunity, the Traceability Foundations Initiative (TFI), has been launched. Applications for 2011/2012 will be accepted beginning **August 8, 2011, at 9:00am (EST)**.

The Traceability Foundations Initiative is a \$21.5 million, three-year joint federal/provincial funding program that provides up to 75 per cent cost-share funding to sector organizations and value chains to support voluntary, industry-led information sharing networks that will enhance agri-food traceability. Approved projects may be eligible for up to a maximum of \$5 million in funding per project.

The Application Form and Application Guidebook are now available on the Traceability website: www.ontario.ca/traceability.

These documents and more information is also available by emailing the Agricultural Information Contact Centre at tfi.omafra@ontario.ca or by calling 1-877-424-1300 (Northern Ontario Regional Office 1-800-461-6132); OMAFRA staff are on hand to help support applicants through the process.

Currently, a voluntary education session (plus Webex) is scheduled for August 3. This session will highlight general information about value chains, program details and demonstrate how to fill out the application.

For more information on the Traceability Foundations Initiative, or to view the session schedule, please visit our website: www.ontario.ca/traceability.