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# Wine Council of Ontario Quarterly Update

November 2015

## Welcome

### Members:

Firstly, let me begin by offering my sincere congratulations on a successful 2015 harvest. Your hard work, determination and dedication displayed are commendable and I applaud you all for it!

This past quarter has been busy for the WCO: we have been working on the development of our 2016-2021 Strategic Plan; hosted a joint reception with the Ontario Craft Brewers at Queen's Park to celebrate local craft producers; and have formally launched our Sustainable

Winemaking Ontario program. We have also been meeting regularly with the Ontario government to create greater market access for Ontario VQA wines that will benefit both our members and the Ontario wine consumer.

I encourage members to call or email if they have any questions; I look forward to discussing the future goals and objectives of the WCO.

Thank you,



## Greater Retail Access for Ontario VQA Wines Update

The WCO was pleased to see the changes in beer retailing that were recently announced by Premier Wynne and Ed Clark and we appreciate the work that they've done so far for the Ontario wine industry. We're also pleased that the Wynne government has publicly

stated that they'll be ready to announce their changes to wine retailing before the holidays – and we look forward to changes that will include more retail options for Ontario wines, similar to the changes announced for expanding access to craft beer. Our industry will continue to grow if the

government gives Ontarians the chance to support our local wine industry in a modernized retail landscape – with shopping options that give customers choice and convenience. We will continue to keep members updated on this critical file.

## VQA Wine Sales at the LCBO

VQA wine sales at the LCBO have been strong over the past year. Growth over the previous year has been higher for VQA than imported wines overall – growth has been significantly higher in the Wines category (general list), although it has lagged import growth in Vintages.

VQA vs. Imports - TABLE WINE Sales at the LCBO for the year ended Period 8												
VQA			Imports				VQA			Imports		
(Litres)							(Net Dollars)					
General List Products												
3,102,503	↑	5.0%	42,206,301	↑	0.6%	Red	\$ 48,010,671	↑	6.0%	\$ 545,593,412	↑	1.4%
3,804,889	↑	5.3%	27,500,788	↑	2.1%	White	56,384,446	↑	6.8%	332,622,134	↑	3.2%
189,345	↑	2.4%	991,831	↑	20.5%	Rose	2,738,872	↑	2.6%	11,971,334	↑	24.1%
7,096,737	↑	5.1%	70,698,920	↑	1.4%	Total	\$ 107,133,989	↑	6.3%	\$ 890,186,880	↑	2.4%
Vintages												
292,343	↑	6.3%	11,154,242	↑	7.9%	Red	\$ 7,137,100	↑	5.5%	\$ 302,463,854	↑	7.0%
312,673	↓	-3.7%	4,540,405	↑	7.1%	White	6,794,974	↓	-4.3%	105,805,616	↑	7.7%
83,911	↑	10.5%	251,728	↑	26.0%	Rose	1,545,209	↑	11.8%	5,019,537	↑	26.9%
688,927	↑	2.0%	15,946,375	↑	7.9%	Total	\$ 15,477,283	↑	1.5%	\$ 413,289,007	↑	7.4%

## Sustainable Winemaking Ontario

The Wine Council of Ontario's *Sustainable Winemaking Ontario: An Environmental Charter for the Wine Industry* is now live! This program, developed with the GGO, is open to all Ontario wineries and grape growers as a tool to share information on environmental requirements and to

identify new sustainable opportunities. The guidebook is available for download on the members portal, or contact Alison for a hardcopy.

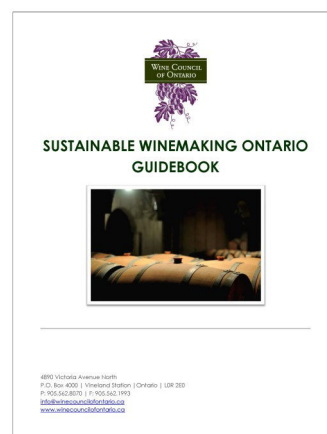
Save the date as Winery and grower workshops have been scheduled for January.

**LENS:** January 18 @ Pelee Island Winery – time tbc

**PEC:** January 20 @ The Grange – 11am-3pm

**Niagara:** January 25 @ GGO office – 9am-12:30pm & 1pm-4:30pm

Wineries are encouraged to complete the sustainable survey on the members'



### Sustainability Timeline:

**November 30:** Green Committee meeting | **January–March:** Paper audits begin

**March:** Certification approval begins | **April:** Certified wineries are contacted

## Wine Council of Ontario is Social

For the past nine months, Wine Council of Ontario has actively participated on our social media channels (Facebook and Twitter) sharing information to our fans about our winery members; WCO initiatives (e.g. greater VQA retail access,

sustainability program, etc); VQA wine facts; and shareable WCO information. In September, we incorporated Instagram as a third platform to share WCO and winery-related images to fans.

### Follow us!

Twitter:  
@winecouncilont  
Facebook:  
winecouncilontario  
Instagram:  
@winecouncilont

### Top hashtags:

#ONwine  
#VQA  
#onpoli  
#sustainability  
#WCOmembers



2,456 followers



484 likes



134 followers

Wine Council of Ontario added 2 new photos.  
Published by Al Oppenlander (1) · November 3 at 12:18pm · @

Today's winery highlight is Cooper's Hawk Vineyards in Harrow, part of the Lake Erie North Shore Appellation. Located on 67 acres of land, this winery is committed to producing quality wine in an environmentally friendly surrounding. Cooper's Hawk welcomes all kinds of wildlife on their lush property, from turtles and bullfrogs, to foxes and Coyotes and most notably, the many Cooper Hawks that make their home on the land, hence the name! Visit them this fall for a tour and tasting, followed by lunch or dinner in their new The Vines restaurant.



2,967 people reached

Boost Post

Like Comment Share

Grant Maguire, Angélique Lafleur, Caroline Raby and 35 others like this.

23 shares

Write a comment...



winecouncilont  
Malivoire Wine Company

19 likes

5d

winecouncilont The newly designed tasting bar at Malivoire looks beautiful. Visit them this weekend. #ONwine #winecountry #VQA #winery #wine #travel #NETV #seeyousoon

granclos i see you have some great pics - we are just starting on Instagram and I hope you might like some of our photos of daily life in the winery and the vineyards - all best, Xavi :)

Top Tweet earned 1,459 impressions

Buy local **#VQA** wine this weekend at a **#FarmersMarket** to pair with your meals. Use this map to find a nearby market: [ontario.ca/travel-and-rec...](http://ontario.ca/travel-and-rec...)

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## WCO Trade Members

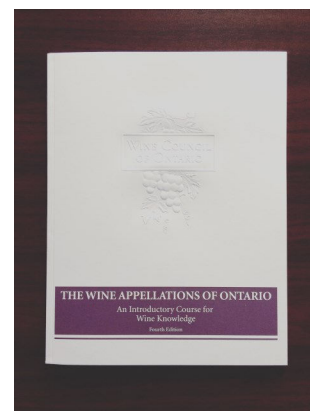
This past quarter, WCO welcomed three new Trade Members to our program, AutoTrim & Signs, bdBuilder and MNP LLP, and two returning Trade Members, WP Warehousing and Western Union.

Trade Members offer WCO members special

rates, exclusive products, discounts on services, and more. For a full list of our Trade Members and their services, please visit the Trade Members section in the members' portal. For more information on WCO's Trade Members, please contact Alison.

## WCO Course Books

The fourth edition of the course book has been printed. Topics include: VQAO, common Ontario grape varieties, the appellations, food and wine pairing principles, and lots more. Contact Tanya to order the course book for your team today!  
WCO member cost: \$15  
Public cost: \$30





## 2016 at a Glance

- February – WCO Town Hall
- March – Lobby Day @ Queen's Park
- April – Sustainable certified wineries and growers will be recognized via certification, press releases and Board recognition
- 2016-2021 Strategic Plan released
- Launch of updated Wine Council of Ontario website



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## WCO's Strategic Plan 2016-2021

After forty years in operation it is important that the WCO evaluates its status and vision. The WCO's current Strategic Plan is set to expire by the end of this year. As such, we have hired a consulting firm to guide us through our strategic planning process, including preparatory work, and the development of the final strategic and operational/financial plans. Once complete, the final WCO plan will be circulated to members, governments and industry partners to highlight the current status and future direction of the WCO. Key strategic questions under consideration:

- What is the WCO's vision for 2016-2021?
- What are the goals and what steps does WCO need to take to achieve them?
- How do we promote the organization to prospective members, government partners and to the public at large?
- What attracts member wineries to the WCO? What retains member wineries within the WCO? What causes members to leave?
- How can we ensure WCO members' needs are represented by the organization?
- As the leading voice of the Ontario Vintners Quality Alliance (VQA) wine industry, what does WCO need to do to ensure that we have the ear of governments, industry and research partners?

Members are encouraged to participate in an anonymous survey to give their feedback and comments as we move into the next stages of the Plan's development. The first phase of the WCO Board's planning process will begin on December 10<sup>th</sup>, 2015.

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