

**July 16, 2012**

**NEW - Call for posting of winery events!**

Be sure to post your winery events on the [www.winecountryontario.ca](http://www.winecountryontario.ca) website. We receive various calls from media looking for winery events as well as our social media team references the events listing. We have noticed the site is very light on events for this summer and fall. Submit your winery's event to [www.winecountryontario.ca/submit-event](http://www.winecountryontario.ca/submit-event). Please enter your event with proper grammar, punctuation and capitals as we find many are not being entered properly and we need to re-write the postings.

**Brock University Research Project**

The WCO is supporting a project being done by Brock U., which is to assess the capacity for adaptation (with respect to climate) in the Ontario grape and wine industry. A **background document is attached to this e-blast**, which contains further information and a link to a survey.

We hope that your winemaker will be able to complete this survey before approximately mid-July. As completion of the survey is critical to this particular project, we encourage your participation.

**OMAFRA programs**

The Traceability Foundations Initiative (TFI) is open for a second intake of applications. Approved projects may be eligible for up to a maximum of \$5 million in funding per project. You can submit your project anytime until the cut-off date of **July 24, 2012**. However, as with any funding program, we recommend applying as soon as possible.

An [application process map](#) has been developed to guide you through the application process. Additional tools and information can be found at [www.ontario.ca/traceability](http://www.ontario.ca/traceability) - click on "funding".

A TFI [Eligibility Assessment Tool](#) has been designed to help you determine your eligibility as an applicant. Using the assessment tool is the first step in the application process. Download the tool and answer the questions to determine if you should complete an application.

Please contact the Agriculture Information Contact Centre at 1-800-424-1300 if you have any questions.

**Wine Country Ontario Website – Winery listings**

Each winery has access to adjust their winery listing, hours of operation and wines posted on the site. If you cannot locate your access information, please contact R. Foisey at [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org).

**New! Twitter Communications for Wine Council of Ontario**

The Wine Council of Ontario has created a new Twitter handle **@winecouncilont** with the idea of having this outlet of communication for topics that we would not discuss via the Wine Country Ontario social media outlets.

Hillary Dawson and Magdalena Kaiser-Smit are managing this account. We suggest that winery members (who are active in social media) follow both **@winecouncilont** and also **@winecountryont** and understand the differences in some of the messaging that you might see within these communication outlets.

Please let Hillary or Magdalena know if you have any questions regarding this new Twitter account.

### **Hong Kong Wine & Spirits Show**

The Canadian Food Exporters Association in cooperation with the Hong Kong Economic and Trade Office, and the Hong Kong Trade Development Council, will be organizing a Canada pavilion at the Hong Kong International Wine & Spirits Fair, Hong Kong Convention & Exhibition Centre, Hong Kong, November 8-10, 2012, and would like to invite you to participate. The invitation and participation form is attached.

### **Salon des vins de Laval – November 16-18, 2012**

The best interior wine show in Quebec, Salon des vins de Laval will receive 60 to 80 exhibitors for this first edition; wine agents, wineries, accessories and products from Quebec. 8000 visitors are expected including 500 professionals such as sommeliers, restaurant owners, agents and SAQ advisors. More information the participation form is attached. Contact Linda Watts.