

November 19, 2012

Upcoming Meetings

- **Monday, November 19, 2012**
WCO Town Hall Meeting
Pillitteri Estates Winery
9:30am – 3:00pm

- **Tuesday, November 20, 2012**
LCBO & VINTAGES – How to Best Work with the LCBO Workshop
Location: Cave Spring Cellars
10:00am – 3:00pm

TIAO Survey

Once a year, the Tourism Industry Association of Ontario (TIAO) checks in with its industry members regarding the issues facing your business. This information is valuable as TIAO works with your sector association, DMO, RTO and the government of Ontario to help streamline and reduce the regulatory burden on tourism businesses. We will use the information collected in this short survey to help prioritize our conversations and the work that we do on your behalf to position our tourism industry for growth. Please take a few minutes to complete this short, 2 question [survey](#) by November 23, 2012.

PR Updates and Opportunities

Wine Country Ontario - Media Tasting, Sparkling Wine Opportunity

Wine Country Ontario is organizing an intimate media tasting in Toronto on December 11th, 2012 with a focus on Sparkling wine. The goal of this tasting is to engage wine, food and lifestyle media (primarily in the GTA) to taste some Sparkling wines on their own in addition to a culinary component to encourage media to include messaging on how Sparkling is more versatile than many consumers understand it to be – it should be enjoyed throughout the year and not just for special occasions. There will be several flights without food and then several culinary flights designed around themes of Classic and Casual Pairings. In total, we plan to taste between 15 and 17 Sparkling wines. The tasting is taking place at the Trump Hotel and we are working with Executive Chef Todd Clarmo on the menu. We are also featuring winemaker Angelo Pavan to speak about why Wine Country Ontario and our cool climate is perfect for sparkling production.

We are looking for wineries who are interested in submitting up to two VQA Sparkling wine products that could possibly be included in this tasting in addition to recipe pairings if available. **Please complete the attached submission form, follow the instructions and send back via email by November 19th, 2012 (TODAY) to Magdalena@winesofontario.org**

Margaret Swaine – looking for Sparkling wine samples

Please ship sparkling wine samples to Margaret by November 19th, 2012. She plans to include several reviews in the Holiday wine section of Hello magazine. Wide distribution is not the only criteria...but is helpful.

Attn: Margaret Swaine

Unit#4

2 Hawthorn Gardens

Toronto, ON M4W 1P3

*note that NO signature is required

* have courier leave in the large black box marked "deliveries" beside the door

Phone: (416) 961-5328

The Wine Sisters – looking for VQA Gamay Noir and Icewine Samples

Please ship samples by November 20th, 2012. Samples will be used for different stories in their blog (picked up by Wine Align and The Grid), Huffington Post and Tonic Magazine.

Attn: The Wine Sisters (Erin and Courtney)

467 Lauder Ave.

Toronto, ON M6E 3J3

Erin cell#: (647) 298-0757

Recent Articles

- <http://www.montrealgazette.com/life/food-wine/Wine+Riesling+clear+winner+Niagara+Peninsula/7554365/story.html>
- <http://www.montrealgazette.com/life/food-wine/Wine+notes+Ontario+rieslings+fantastic+inexpensive/7554472/story.html>
- <http://www.thegridto.com/life/food-drink/the-wine-ponce-ontario-wines/>
- <http://www.winefox.ca/articles/ontario-grapes-survive-sandy%E2%80%99s-wrath/>

LCBO & VINTAGES 101 - How to Best Work with the LCBO Workshop

Nov. 20th, 10:00am - 3:00pm, Cave Spring Cellars

This session is designed for wineries, new or established, on how to best work together with the LCBO to ensure an efficient and successful relationship. Topics covered will be new product submissions, Online portals as well as working together to optimize inventory for promotions. The session is designed for those that complete the paperwork, speak to the buyers, and the hands-on staff dealing with the LCBO. **BRING your full team!**

Sustainability Survey

We are asking for your feedback on the WCO Sustainable Winemaking Ontario programs. Our goal is to grow this program and to have more wineries participating; therefore we need

to hear from you. To allow us to fully understand the needs please circulate this survey to any pertinent staff within your winery such as owners, management, winemaker, production and retail staff. Multiple surveys can be submitted from each winery.

<http://www.surveymonkey.com/s/5XSXNRW> Deadline for completion is Dec 7th, 2012.

CVA Safe Winemaking Workshops

The Canadian Vintners Association's Food Safety Technical Committee has developed the Safe Winemaking Program with the Guelph Food Technology Centre (GFTC) and the Canadian Food Inspection Agency (CFIA) with funding provided through Growing Forward, a federal-provincial-territorial initiative. Please see the attached flyer and complete the attached registration form if you would like to participate in one of the workshops. The total number of wineries is limited so please register by November 20, 2012.

If you have any questions regarding the workshops, please contact GFTC at 416-999-7714 or by email at omanasseh@gftc.ca.

Please add the 2 attachments that I have put in the eblast folder

Grape Processor Assessments from GGO

All grape processors have recently received (or will very shortly) their 2012 grape processor assessments from the GGO. The assessments include an amount of \$2.665 per tonne processed which is directed to the industry's research arm, Ontario Grape & Wine Research Inc (OGWRI). The amount assessed is the same as the previous year.

We wanted to remind all processors that the assessment for OGWRI does provide for you to receive a credit back for the amount assessed to you by OGWRI as a GROWER (\$2.05 per tonne, also the same as last year). This credit back to you will be combined by the GGO with the \$2.00 per tonne license fee rebate for your own grapes processed by you (as mandated by FPMC). As they did last year (around the end of December) the GGO will remit to you separately a cheque for \$4.05 per tonne for grapes sold 'to yourself' for processing.

If you have any questions on this matter, please contact D. Gibson at the WCO office.

Ministry of Economic Development and Innovation (MEDI) – Development Funding available for Southwestern Ontario and Eastern Ontario

MEDI has created programs for economic development funding in two Ontario regions – Southwestern (which includes Essex and Niagara counties and all points in between), and Eastern (including Prince Edward and other counties).

The fund is a discretionary, non-entitlement program with limited funding. There are two funding streams, one for established businesses and a regional stream for economic development organisations including municipalities.

Under the **business stream**, the fund may provide up to 15% of eligible project costs to a maximum grant of \$1.5 million. For project investments of \$10+ million that create 50+ jobs, funding may be available in the form of a secured repayable loan, to a maximum of \$5 million

in provincial support. Under the **regional stream**, the fund may provide up to 50% of eligible project costs to a maximum grant of \$1.5 million.

For further information, please see

http://www.ontariocanada.com/ontcan/1medt/econdev/en/ed_eodf_main_en.jsp and
http://www.ontariocanada.com/ontcan/1medt/en/swodf_en.jsp

Ministry of Environment – Environmental Approval Process

The Ministry of the Environment (MoE) has recently streamlined their environmental approval process with the introduction of the Environmental Compliance Approval (ECA). According to the MoE, "a single ECA addresses all of a business's emissions, discharges and wastes". If you have an existing Certificate of Approval, it will continue to apply as if it were an ECA. More information on environmental approvals in Ontario can be found at http://www.ene.gov.on.ca/environment/en/industry/assessment_and_approvals/environmental_approvals/STDPROD_097095.html.