

November 26, 2012

PR Updates and Opportunities

Building on the Success of our visit with Allen Meadows (The Burghound)

We had a very successful visit with highly respected Allen Meadows (also known as the Burghound) last month. Having Allen visit Ontario was part of a long-term PR initiative designed with the hopes of getting Wine Country Ontario onto his radar. He is a big influencer with consumers (many of them Canadian) but also with other important international wine media and influencers. We successfully worked together to tell our story of how Ontario can produce quality terroir-driven wines...with a special focus on Pinot Noir (primarily), Chardonnay (secondary) and even Sparkling wines. As a result of this trip (having him visit over 3 days and be part of 2 speaking engagements) I believe we have achieved our goals and more!

Allen is so excited and interested in Ontario because of this visit that he has agreed to do a special Industry update on Ontario for his spring publication – June 2013. *In order to support this, we need wineries to submit wines.** A submission form to have Ontario VQA wines reviewed by Allen in this special publication is attached and please notice his deadline of January 15th, 2013. You will notice that the submissions are for Pinot Noir primarily and then you can also add up to two Chardonnays with your submission (you cannot send ONLY Chardonnay). Also, because he was impressed with our Sparkling wines he is making an exception to receive those submissions separately (please read the attached form carefully).

Wineries should please make arrangements on their own to submit samples to Allen Meadows but please let us know if you are sending anything. And, please email his wife Erica so she knows you are planning to send something. As I said, Canada is his 4th biggest readership and remember that these consumers are Burgundy fans.

I wanted to also express that he was also very impressed by our appellation and sub-appellation system... **“The appellation system is admirably focused and the VQA standards are sufficiently rigorous to encourage high-quality production. And speaking of quality, it is remarkable considering just how young the vines are which strongly suggests that the future is extremely promising. I for one will be following Ontario’s wine quality with intense interest.”** Allen Meadows, Burghound.com

Recent Articles

<http://www.niagarathisweek.com/community/article/1540164--norm-beal-a-visionary-and-tireless-advocate>

<http://www.niagarathisweek.com/community/article/1540052--pennachetti-saw-jordan-village-as-diamond-in-the-rough>

<http://www.google.ca/url?url=http://www.montrealgazette.com/life/food-wine/Wine%2BNiagara%2BPeninsula%2Bgrows%2Binto%2Belegance%2Bfinesse/7596275/story.html&rct=j&sa=U&ei=E6zUNSJIKzDyQHvooHoDQ&ved=0CBkQFjAC&q=bill+zacharki+w+montreal+gazette+niagara+wine&usq=AFQjCNHCs2py6gKxkwtuOnmRmUm1XB9Wtw>

<http://www.montrealgazette.com/life/food-wine/Wine+Notes+Great+wines+right+next+door/7596313/story.html>

<http://life.nationalpost.com/2012/11/24/private-wine-shops-in-ontario-john-szabos-vintages-preview-for-nov-24-2012/>

<http://winesinniagara.com/2012/11/ontario-wine-council-pushes-for-private-wine-stores-a-plan-that-just-might-work/>

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.

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