

July 3, 2012

Upcoming Meetings

- **None scheduled**

Activities

- **Tuesday, July 3, 2012**
Lieutenant Governor's Dinner
Hillary Dawson

VQA Wine Support Program

Remember that the application deadline for participating in the program (for the sales period to March 31, 2012) is July 6, 2012. If you have questions on the VQA support program, please contact Graham Flanagan at MEDI directly (416-327-3975 or graham.flanagan@ontario.ca) or D. Gibson at the WCO office (ext. 222).

One piece of feedback that we have received from Graham on the claims that have been filed to date – for those who participated in the program the prior year (i.e. for the year ended March 21, 2011) and must 'report back', please ensure that your file clearly shows that the total \$\$ you are claiming is equal to the actual amount you received. For example, if your winery received \$10,000 under the program, do not simply list a number of projects/expenses that totalled an amount greater than \$10,000; rather, just list projects/expenses that are equal to the claim. If a particular single project/expense was greater than the total grant, clearly state that (for example) you are claiming \$10,000 OF the total project for VQA support purposes. We are told that filing the claim this way facilitates the processing of the claims at MEDI's end.

Social Media Support for 'Drink It All In' Ad Campaign

A scavenger hunt contest to find the stunt board through our Twitter followers opened on Tuesday, June 19. We will send out periodic clues to tip off the location of the stunt board and what the board looks like. This will encourage fans to find the board and take a photo of themselves in front of the board. Users will then be asked to submit photos of the stunt board via Twitter if they are able to find it using the hashtag #socloseyoucantasteit and Twitter handle @winecountryont

By having followers on Twitter tweet the image, we will hopefully get the organic sharing of the image that we're after. Due to Facebook regulations, we cannot ask users to like a post or upload a photo to the wall as a contest entry. To engage our Facebook fans we will cross-promote the contest on Facebook. With the cross-promote back to Facebook fans can see the photo album of entrants' photos.

- We will be accepting photo submissions for two weeks beginning June 19. The contest will close July 6 (the last day of the stunt board).
- The Veritas team will randomly draw one winner who will get the ultimate wine experience valued at a minimum of \$500.

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.

Available - Stainless Steel tote bins

1,000 L Stainless Steel tote bins for sale, if interested please email Hank Hunse at hhunse@stonechurch.com.

NEEDED – Gamay (finished wine)

WCO member winery requires 5,800 litres of VQA quality Gamay. If any winery has this quantity available and would be interested in selling it, please contact D. Gibson at the WCO office (ext. 222).

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 - 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.

Canadian Wine Awards

THE WINE ACCESS 2012 CANADIAN WINE AWARDS (CWA) IS NOW OPEN!

For the 12th consecutive year, these much-anticipated annual awards will recognize and celebrate excellence in 100 per cent Canadian-grown and -produced wines. The CWAs are the definitive competition for domestic wines in a range of categories, and the top title of **Winery of the Year** has become the most prestigious distinction in the fast-growing Canadian wine industry.

A panel of the nation's top wine experts will judge the entries August 13 through August 16 in Penticton, British Columbia, with the full results appearing in the December 2012/January 2013 edition of *Wine Access* magazine.

There is no minimum or maximum number of wines any single winery may enter in the competition. Remember, to be eligible for the Winery of the Year award a minimum of six wines must be entered, the top five of which will determine the winner.

For complete information on how to enter, including where and when to ship your wines, visit wineaccess.ca/CWA.

Why should I enter the CWAs?

This is an unrivalled opportunity to raise the profile of a smaller or new winery, or reinforce an established winery's reputation for quality. Can you afford not to be there?

What will the CWAs do for my winery and its wines?

No matter where a wine comes from, how big or small the winery, every entry starts on equal footing with our judges. A medal-winning performance in a CWA category is a priceless marketing tool. The awareness created by publication in *Wine Access* magazine on the list of the nation's best wines will boost sales and interest in everything your winery produces, now and in the future. Good luck in the competition, and may the best wines win!

Wine Country Ontario Website – Events posting

Be sure to submit your winery's event to www.winecountryontario.ca/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site. ***BE SURE to enter your event with proper grammar, punctuation and capitals. We are finding many are not being entered properly and we need to re-write the postings.*** As we approach summer and more events are posted, your attention to this matter is much appreciated.

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.

Wine Business Monthly – new website for Canadian wine industry jobs

Wine Business Monthly is launching a Canadian Wine Job site this week. Wine Business Monthly's USA site gets 1,000,000 page views a month and they filled 5,000 wine jobs in 2011 so they know what they are doing. All Canadian vintners can post any/all jobs free of charge for the next 12 months. winejobs.com/canada

Experiential Tasting Program

The participation information for the experiential tasting program for 2012 was distributed last week. Please return the participation form by July 4th.

InterVin

SUBMIT WINES NOW AT INTERVIN.CA - ONLINE ENTRIES CLOSE JULY 27, 2012

InterVin winners receive the following promotional benefits:

- Professional plaques for each gold, silver and bronze winner
- 500 metallic bottle stickers for each gold, silver and bronze winner

Unprecedented exposure in our extensive multi-media national campaign:

- Press releases throughout the fall will reveal the results to major media.
- *VINES* [InterVin edition](http://InterVin.edition) will publish the full campaign results in October.
- The *National Post* will execute a three week campaign and a major feature section in the *Weekend Post* in November.
- intervin.ca will feature of all 2012 award winners online beginning in November.
- Online advertising campaign on niagarafoodandwine.ca, foodandwineexpo.ca, vinesmag.com and across the [Canoe and Sun Media networks](#) in the fall.
- Gourmet Food & Wine Expo special onsite opportunities for winners in November.
- Official Gourmet Food & Wine Expo Guide published results in November.
- Gourmet Gala will serve InterVin golds and celebrate the Wineries of the Year in November.

All entries will be judged by a [panel of experts](#), featuring sommeliers, winemakers and wine media representatives. The top 5 wines submitted by each winery will be used to calculate your standings in the Winery of the Year category.

Judging will take place August 21-23 at White Oaks Resort & Spa in Niagara-on-the-Lake.