

July 9, 2012

Upcoming Meetings

- **None Scheduled**

Activities

- **July 10, 11, 12, 2012**
WOW (LCBO Staff) Training Sessions in Niagara and EPIC
- **Wednesday, July 11, 2012**
VQA Ontario AGM

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.

Available - Stainless Steel tote bins

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

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.

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.

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.

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

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](#) 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.

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 and the participation form is attached. Contact Linda Watts.