



Grape Growers
of ONTARIO

September 2016

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*in the
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Industry Updates

2016 Cheque Day

The 2016 Cheque Day will be held on **TUESDAY, NOVEMBER 15th** at the GGO Board Office.

2016 Celebrity Luncheon



The 2016 Grape Growers of Ontario Celebrity Luncheon was once again a huge success! The GGO thanks our sponsors Meridian Credit Union and Friends of the Greenbelt Foundation, and our partners Lakeview Vineyard Equipment and Vineland Growers for their support. Thank you to all attendees who joined us as we kicked off the Niagara Grape and Wine Festival in hilarious fashion with Mr. Gerry Dee, seen above with Joe Pillitteri and GGO Board Chair Matthias Oppenlaender.

2016 Juice Grape Agreement

The Grape Growers of Ontario are pleased to announce that an agreement was reached with the Winery & Grower Alliance of Ontario for Classes 1, 2 and 3 grape prices, with a 2% increase to all varieties for the 2016 harvest.

GGO Marketing Campaign

On September 12, the Grape Growers of Ontario launched a contest that links our grape growers with the grapes they grow, the VQA varietal wines and a recipe developed specifically to pair with the wine. Prizes include:

Grand Prize – wine fridge, selection of VQA wine, winery tour provided by Hidden Gem Tours and dinner for four at Redstone Winery Restaurant.

5 runner-up prizes include a custom wine rack from a local artisan (Doug Klassen) and a selection of VQA wines.

Enter the contest at www.localgrapes.ca to see our featured growers and wines. Contest giveaway cards are available at the GGO Board office.

VQAO Commercial

The Ontario Grape and Wine Strategy marketing program is developed through the VQA Marketing Committee and administered by Wine Marketing Association of Ontario (WMAO). Sid Lee Marketing agency has been hired to develop a new strategy to market VQA Wines of Ontario. The strategy is ambitious in taking VQA to a new level to represent what's new and what's next in wine. The plan is to change consumer attitudes toward Ontario VQA wine, embrace Ontario as a wine region, and show local pride. It will begin with TV commercials starting the week of September 26th on CTV, Global, City, and CHCH with the majority of the commercials airing during prime time. You can also view the commercial on YouTube at www.youtube.com/watch?v=KrDF5eWKyAQ



WE GROW THE WINES YOU LOVE™
— Contest —

Presented by
Grape Growers
of ONTARIO

\$5,000
- IN PRIZES -
TO BE WON!

ENTER FOR A CHANCE TO WIN*
WIN
ONE OF SIX AMAZING PRIZES

2016 Grape King Jamie Quai



Farm Credit Canada, the Grape Growers of Ontario and the Niagara Grape and Wine Festival are pleased to announce that Jamie Quai of Quai du Vin Estate Winery in St. Thomas is the 2016 Grape King.

The Quai family is now in its third generation of grape growing in Elgin County. They have been growing grapes since 1972 and, in 1990, Jamie's parents Roberto and Lisa Quai opened Quai Du Vin Estate Winery. There are currently 22 acres of vineyards, planted with Riesling, Chardonnay, Pinot Gris, Merlot, Cabernet Franc, Baco Noir, Marechal Foch, Vidal, Seyval Blanc, Sevee Villard, Aurore, Concord, Niagara, New York Muscat, and Ehrenfelser.

Over the last decade, Jamie has worked in almost every facet of Quai Du Vin. His current titles include Co-Proprietor, Vigneron, and Winemaker. Jamie attended Brock University studying Oenology and Viticulture at the Cool Climate Oenology and Viticulture Institute (CCOVI). During his time as a student Jamie participated in three commercial harvests in the Niagara Peninsula. His experience includes time in both craft wineries and larger scale operations. Jamie remained actively involved in CCOVI as the Instructor for OEVI 3P21: Wine Processing and Equipment from 2007-2016.

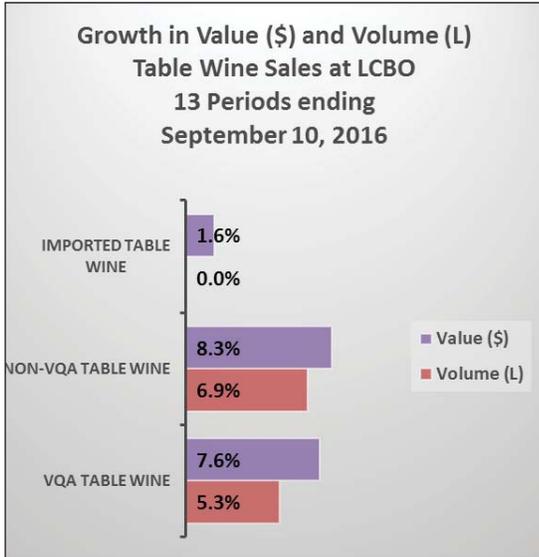
Jamie will be officially installed as the 61st Grape King on Friday, September 30th at 4:00 pm at Quai du Vin Estate Winery, 45811 Fruitridge Line, RR 5, St. Thomas, Ontario. Transportation is available from the Grape Growers of Ontario office.

Details and directions can be found at www.grapegrowersofontario.com or by calling 905-688-0990 ext 224.



LCBO Period 6 Wine Sales Report

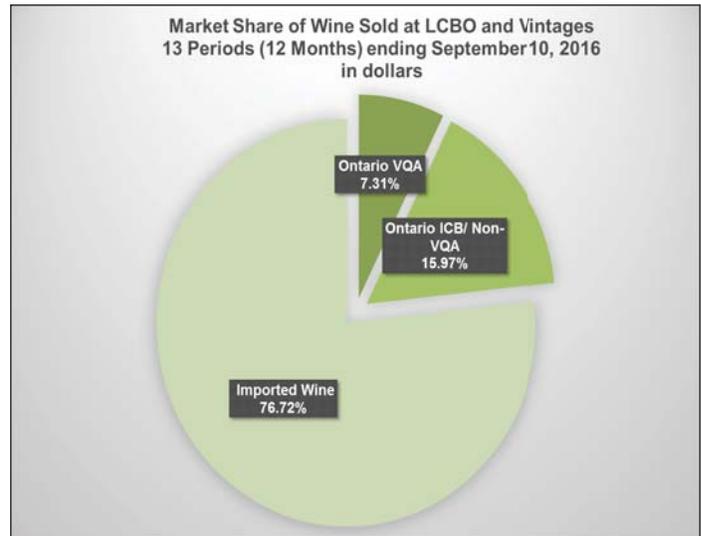
These reports are for LCBO and Vintages Store sales only for the 12 months (13 periods) ending September 10, 2016.



VQA table wine sales (in litres) at the LCBO are up (+5.3%) over the previous 12-month period and Non-VQA table wine sales increased (+6.9%). Imported table wine sales at the LCBO are steady (+0.0%).

All table wine sales at the LCBO are showing higher percentage growth in dollars (value) than in volume (litres). VQA table wine sales in dollars are up +7.6%; Non-VQA Table wine +8.3%; Imported Table wine +1.6%.

Vintages sales for Ontario VQA table wine is down -0.8% (-0.5% in P5) to 720,737 litres. Imported table wine sales are up +6.4% to 16.89 million litres. Ontario VQA wine (table and non-table) represents 4.3% of the Vintages wine sales.



Sales by Price Category (LCBO) 12 months ending Period 6 (September 10, 2016):

VQA Table Wine			Ontario Table Wine (VQA & ICB)		
Price Category	Litres of Sales	% Change over prior year	Price Category	Litres of Sales	% Change over prior year
<\$8	19,332	-89.1%	<\$8	17,666,884	+2.6%
\$8 - \$12	1,172,698	-3.5%	\$8 - \$12	15,286,445	+10.3%
\$12 - \$15	5,011,089	+10.4%	\$12 - \$15	5,133,677	+9.5%
>\$15	1,189,613	+9.2%	>\$15	1,189,613	+9.2%
Total	7,392,732	+5.3%	Total	39,276,619	+6.6%

Agricorp Production Insurance Update

Time to consider fruit coverage for 2017

As harvest season is underway for tree fruit and grape growers in Ontario, many of them are also preparing for next year and weighing their risk management options. Growers who choose to include Production Insurance as part of their risk management strategy can protect their trees and vines from factors beyond their control, such as harsh weather.

In recent years, Production Insurance has proven to be a valuable and reliable risk management tool for fruit growers whose crops were impacted by cold temperatures, frost and hail. Growers have been compensated for things like, reduced quality, tree and vine loss, and yield reductions, ranging from small losses to no crop at all. Growers can read more about why to include Production Insurance in business risk management plans in [Your Tree Fruit and Grape Protection](#).

How Production Insurance provides protection

Production Insurance offers year-round coverage for tree fruit and grape growers. The program covers short-falls in production and the loss of trees or vines caused by insured perils, such as frost, freeze, hail and excessive wind.

Growers are guaranteed a level of production based on their yield history and the level of coverage they choose. Claims are paid if yield falls below guaranteed production. Growers also have the added benefit of compensation for fruit trees or vines that are lost due to severe weather.

New this year

In 2017, tree fruit and grape growers will see enhancements to the Production Insurance plans for fruit. The plans now provide more coverage for trees and vines, for example:

- Compensation for tree loss is included at no additional cost for tender fruit growers (currently only apple and grape growers have this coverage).
- All tree fruit and grape growers now have the option to buy additional coverage for their trees and vines.
- Tree fruit and grape growers who have newly planted vineyards and orchards are now eligible to enrol in the program.

More information about changes to the fruit plans will be available this fall.

How to enrol

Tree fruit and grape growers who want to enrol in Production Insurance for the first time should contact Agricorp now. A fruit adjuster will be in touch to explain program coverage and to have a look at the grower's trees or vines while they are in their growth stage.

Growers who are already enrolled in the plan, and have newly planted orchards or vineyards that they would like to insure, need to contact Agricorp if they haven't already done so. Renewals will be mailed to all existing customers this fall.

Niagara Tourism - Finishing Touch with Transportation

Niagara is a full-thrust rocket. While many regions have sputtered, Niagara is rapidly accelerating. Having the natural beauty of the falls to start with provided adequate fuel for lift-off. The sophistication and expansion of the wine industry with beautiful dining and social venues created a second stage ignition propelling the rocket. And Niagara has also been lucky. The recent exchange rate has been like a third stage boost adding fuel to catapult the area into being a very attractive local and global destination. So was it a perfect trajectory? Have there been issues?

There were many growing pains, one being the deficit in quality

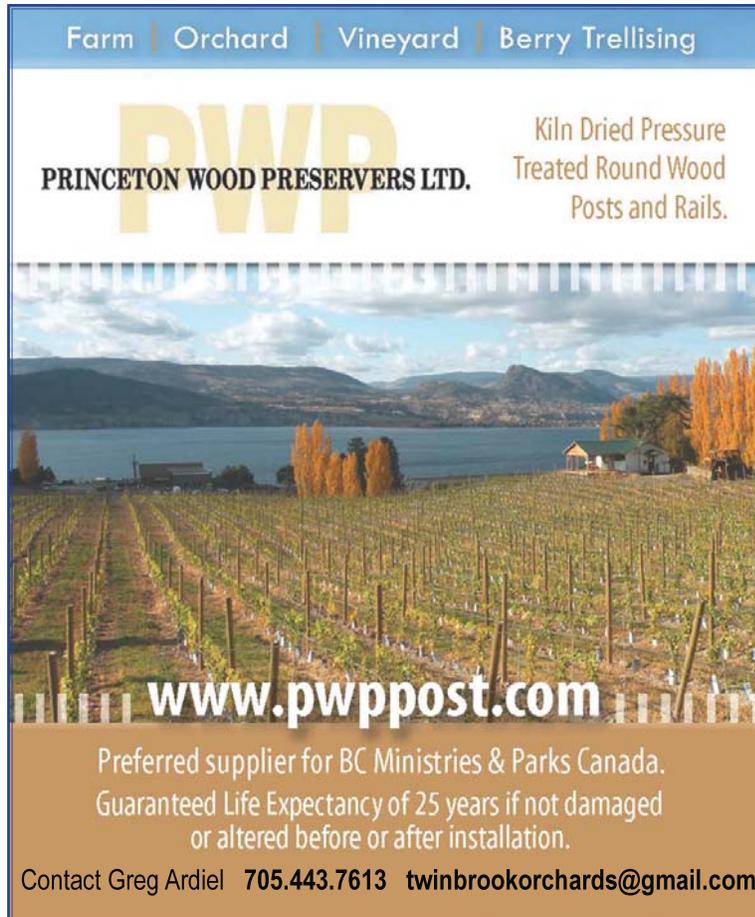
transportation. Patrons visiting local vineyards and wineries could enjoy their drinks with fabulous food, only to find it difficult to get taxis. Uber was just as bad. Black car services were grey at best. It was the weak link in a strong chain of offerings.

The savior, it turns out, is a small company that has steadily grown in our region over the decade and has shown true leadership in re-engineering. Coventry Transportation took the task on by upgrading its cabs to hybrids, by introducing tracking and camera technology, by having trained uniformed drivers, and by up-grading its booking services.

The cab fleet at Central taxi was grown, but while taxis are good for students, day shoppers and bar visitors, the company also had a more refined clientele as a target. Tourists visiting wineries fit into that category. Coventry added forty superb, high-end chauffeured cars and buses for couples and various group sizes who wanted better services in town, for their vineyard experiences, and for airport to region transportation. Arrangements are now being made between Coventry and local vineyards and wineries to make these services available by having cars parked on the estates during key hours. Coventry is also throwing in some free rides for those wineries that are making extensive use of the program.

For more information, please contact Katelynn Wild, Manager, Black Car & Limosine Division, at 905-346-4000 ext 4226 or by email at kwild@nctelitecars.com.

This information was provided by Coventry Connections as a paid advertisement.



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Classifieds

FOR SALE

Bird netting, 5 acres. \$1500. Contact Tom or Lillian at 905-562-8987.

Filter machine. Machine has 10 filter capacity (15 3/4 inches by 15 3/4 inches), however only 9 functional. Price - \$1000.00. Please contact Mike at Mike_Izzo@ch.honda.com

8 acre vineyard in Beamsville for lease or rent, planted with Riesling and Cabernet Sauvignon. Please call 905-246-9200 for further details.

6- 1200 liter stainless steel variable capacity tanks for sale. Description: These tanks are new. Heavy gauge stainless construction, 1200 liter capacity, Tasting valve include, sloped bottom, bottom valve included, 14" legs with leveling feet, lid with gasket and pressure/vacuum vent. On pallets ready to be shipped. \$2100.00 each. Volume discounts available. Technical drawing

6- 1500 liter fixed capacity tanks for sale. Description: New tanks, Heavy gauge stainless steel construction. Sloped bottom with sump. Thermometer well w/thermometer, Oval manway, 1 1/2 " racking port with valve, tasting valve included, 24" legs with leveling feet, 16" top manway with pressure relief/Vacuum vent include. \$3300.00 each. Volume discounts available. Technical drawing

Contact Bernie Gorski at Colchester Ridge Estate Winery at 519-738-9800 or bgorski@jet2.net.

A brand new Mettler Toledo scale never used still in original package. 4x4 feet, was going to be used for weighing one tonne bins. Asking \$2,500 plus HST. Contact Thomas 905-329-0849.

Experienced labourer available for 2016 harvest. Contact Justin at 905-351-4829.

7 - 4 tonne bin lids. Contact Chad at 905-658-4819 for more information.

26.6 acres of land for sale in Prince Edward County. County Road 13, South Bay. 855' of road frontage. Interested persons to contact seller at 647-361-9840 or valour_3@yahoo.ca

Used air compressor for wine press 15hl, 25 hl,30 hl, \$3500; 460/240 Volts 3 phases 4 kw, Genuine part of Della, Toffolla PE25. Brand new pomace pump MORI V10 ; 230 volts 1 phase \$5800. Contact jppilon@owcb.ca or by phone at 514-451-8338.

WANTED

Stainless Steel Variable Capacity tanks 600-1000L and sturdy plastic or stainless transfer totes ~1000L capacity. Please contact Regan at rkapach@gmail.com or 289 783 1680.

10+ covered, insulated Bonar bins for fermentation. Contact Thomas at 905-941-3942.

Premium winery wishing to secure grapes and/or grape contracts for 2016 season and beyond. Varietals of interest are: Riesling, Gamay, Cab Franc, Viognier. Agreement would include payment bonus for premium fruit. Please contact Richard at 289-668-8573.

Grapes from 2016 harvest - Merlot, Cab franc, Cab sauv, Riesling , Chardonnay, Sauv blanc, Pinot noir. Please contactlydia@burningkilnwinery.ca.

Winery seeking 10 tons of Pinot Grigio, and 10 tons of Riesling to be secured from same grower. Ideally grower can contract for future years and growth, but will accept from any source in 2016 if available. Contact Steve at 519-817-6189 or steve@sprucewoodshores.com.

Up to 100 tonnes of white hybrids. Contact John at johnjr@palatinewinery.com or 289-407-6251.

Winery seeking any excess 2016 season grapes. Specifically Merlot and Cab Sauv/Cab Franc in any quantities (including one tonne and up). Delivery not required/ we will take care of all logistics. Please contact Peter or Jazmine at 519-900-1381. Thank you in advance.



Grape Growers of ONTARIO

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