



IN THE VINEYARD

Dedicated to the Success of Ontario's Grape Growers

Newsletter Volume 3—April 2011

2011-12 Board of Directors

The 2011-12 Board of Directors was elected at the Grower Committee Meeting held on Tuesday, April 12th:

Chair

Bill George Jr.

Vice Chair

Matthias Oppenlaender

Directors

Kevin Watson
Trevor Falk
Bill Schenck
Bill Jansenberger
Steve Fernick
Debra Marshall
Steve Pohorly
Jim Morrison

The Grower Committee is found on page 2 of this issue.

2011 Annual General Meeting

The 63rd Grape Growers of Ontario Annual General Meeting was held on Wednesday, April 6, 2011 at Club Roma in St. Catharines. Bill George Jr., Chair and Debbie Zimmerman, CEO presented an overview of the year and challenged the industry to collaborate with government to provide more access for consumers to Ontario wine, and to review how wine is distributed throughout the province in order to grow our current Ontario Market Share. Other presentations included:

- *Overview of the Ontario Grape and Wine Research Incorporated Projects* - Matthias Oppenlaender
- *2011 Bud Survival Survey* - Ryan Brewster, KCMS
- *VineAlert Cold Hardiness Database* - Jim Willwerth, CCOVI

The presentations are available at: www.grapegrowersofontario.com/education

GGO Award of Merit

The Grape Growers of Ontario was delighted to present the GGO Award of Merit to Honourable Steve Peters, Speaker of the Legislative Assembly of Ontario. The award is presented in recognition of the Speaker's support of the grape and wine industry through his continued promotion of 100% Ontario grown wine in the Legislative Assembly, as well as his focus on growing the Ontario grape and wine industry.



Honourable Steve Peters, Speaker of the Legislative Assembly of Ontario

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2010 International Wine and Spirit Competition



Patrick Gedge, John Peller, Peter Buis, Debbie Zimmerman and Cathy Buis

Congratulations to Peller Estates on receiving a Gold medal for their 2007 Andrew Peller Signature Series Cabernet Sauvignon at the 2010 International Wine and Spirit Competition in the UK—a Canadian first!



2011-12 Grower Committee

2011-12 Grape Growers of Ontario Grower Committee

TOWN OF NIAGARA-ON-THE-LAKE – District 1

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Terry Yungblut	905-892-3326	-

TOWN OF LINCOLN – District 3

Bill George Jr.	905-984-0994	wgeorge@talkwireless.ca
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Harold Ferrier	905-643-2555	-

SOUTHWESTERN ONTARIO – District 5

Dr. Bill Jansenberger	519-851-7133	doctorbill@rogers.com
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PRINCE EDWARD COUNTY – District 6

Debra Marshall	613-476-4430	debra.marshall@kos.net
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Government Updates

Self Directed Risk Management

A Self Directed Risk Management program for edible horticulture was announced in the recent Ontario budget. While details have not been released, SDRM will be a cost-share program between farmers and the Ontario government. This announcement is particularly significant as the province has moved forward with this much needed program without the participation of the federal government. We call on the federal government to partner on the program to make it an even stronger risk management tool for growers. More information will be available on this program soon.

Transition Program

This spring, we are anticipating the start of a four-year, \$12-million transition support program being developed by the Ontario Ministry of Agriculture, Food and Rural Affairs. We are working closely with government as the details are being developed. Visit our website for more details.

New Rules for Seasonal Workers

A new cap on how long temporary foreign workers can work in Canada before having to return home will not apply to seasonal farm workers. The federal government recently announced that changes to the federal Temporary Foreign Worker Program (TFWP), taking effect April 1 and limiting some temporary workers to four years in the country, will not affect Canada's Seasonal Agricultural Worker Program.

"We know that the vast majority of employers treat foreign workers with respect and we recognize the importance of temporary foreign workers to employers in certain industries," St. Catharines, MP Rick Dykstra, parliamentary secretary for citizenship and immigration, said in a recent news release. "That's why we have also identified some workers who will be exempt from the four-year limit, such as workers who come to Canada through the Seasonal Agricultural Worker Program and play such a critical role in the harvest across the country."

The announced changes to the TFWP also include imposing a two-year ineligibility period on employers who fail to meet their commitments with respect to wages, working conditions and occupation for their temporary foreign workers. The changes also call for a more rigorous assessment of the genuineness of the job offer.

Open For Business

GGO participated in a co-operative agricultural industry review of regulatory priorities for the Agriculture and Agri-Food sector coordinated by the Ontario Federation of Agriculture. The priorities were presented to Minister of Economic Development and Trade, Sandra Pupatello in a roundtable discussion in March, attended by CEO Debbie Zimmerman.



Debbie Zimmerman; Anne Tennier, Maple Leaf Food; Honourable Sandra Pupatello, Minister Economic Development & Trade

The Open For Business priorities identified by the Agriculture Industry include:

1. A mandatory, early consultative process for new or developing regulations that involves representatives from affected agriculture and agri-food sectors and will include regulatory impact analysis.
2. Review of existing regulations that no longer meet the objectives of the enabling legislation or do not accommodate new technology.
3. Consistent and accurate interpretation of regulations by inspection and enforcement officers within and across Ministries.
4. Service standards that streamline the licensing, permitting, and approvals process.
5. Regulatory incentives to encourage compliance.

Post 2014 Wine Content

The Government of Ontario, in their 2009 Industry announcement, proposed the repeal of the Wine Content and Labelling Act, which essentially eliminates the regulation of content post 2014.

The GGO has proposed the current 25% by bottle and 40% company average be extended beyond 2014 to allow time for the wine market sales to be more aligned with the grape supply.

The Province has introduced new Wine Content and Labelling Act changes that come into effect on July 1, 2011. The new WCLA regulations are as follows: any ICB (International Canadian Blend) wine must contain a minimum of 25% domestic grapes, but each company must achieve an overall domestic grape content of 40%. This regulation is in effect until March 31, 2014.

The GGO has continued to advocate for a more orderly transition period for the grape supply and to ensure that we achieve the goals outlined in the Government's announcement of 2009.



Agricorp Update

Frost is an insured peril for the Production Insurance (PI) plans for fruit. Producers are reminded to report any crop damage, including frost, as soon as it occurs. Failing to report damage right away may cause any claims to be reduced or denied.

Insured perils for grapes

PI protects your grape crops from yield reductions and crop losses caused by the following insured perils:

- Frost
- Lady Beetles
- Excessive rain
- Hail
- Wildlife
- Tornado
- Excessive Wine causing structural damage
- Fungal disease for Niagara and Concord varieties*
- Blossom set failure caused by adverse weather
- Excessive Moisture
- Drought
- Freeze injury
- Excessive heat
- Hurricane

* Provided good farm management practices are followed.

Use good farm management practices

To maintain your PI coverage, you are expected to use good farm management practices at all times, including proper timing and application of pesticides. If you use practices that contribute to a production loss, you may lose some or all of your insurance coverage. Agricorp encourages growers to maintain accurate pesticide records, similar to the tables in Chapter 10 of *OMAFRA Publication 360*. Under the *Contract of Insurance*, Agricorp can request to see your spray records at any time.

Reporting damage

Reporting damage is an important step in assessing potential crop losses. It is your responsibility to report damage right away by calling Agricorp at 1-888-247-4999. A Customer Care Representative will open a damage report and notify your adjuster. Your adjuster will ask for the damage report number before visiting you to assess crop damage.

Please note that adjusters do not have the authority to open damage reports on your behalf.

Participating in AgriStability and AgrilInvest

AgriStability protects producers from large declines in farming income due to market conditions, production loss or increased costs of production. AgrilInvest is a savings account with matching government contributions, and is delivered by Agriculture and Agri-Food Canada.

AgriStability and AgrilInvest deadlines

Follow these deadlines if you participate in AgriStability only or in both AgriStability and AgrilInvest:

1. Submit T1163 for 2010 (individuals)*
Deadline: June 15, 2011
2. Submit Statement A for 2010 (corporations) and submit 2010 AgriStability forms (both corporations and individuals)*
Deadline: June 30, 2011
3. Submit 2010 AgriStability new participant form and pay fees to Agricorp
Deadline: April 30, 2011

* Your tax form is automatically used for both AgriStability and AgrilInvest. If you participate in AgrilInvest only, the deadline to submit your 2010 tax forms (T1163 or Statement A) is **September 30, 2011**.

Submit your 2010 AgriStability application early

2010 AgriStability applications have now been mailed to all participants. Complete and return your application by June 30, 2011. You can save time by completing your application online. Go to agricorp.com and click **Online tools**. To log in, you need your "W" number we mailed to you recently and the user name and access code printed on page 1 of your application.

Become a new participant in 2011 AgriStability

If you don't currently participate in AgriStability, you can sign up for 2011 by sending us your completed New Participant Form by April 30, 2011. The New Participant Form is available on agricorp.com or by calling Agricorp.



Contact Agricorp

For more information about any of the risk management programs we offer for grape production, contact us at:

1-888-247-4999 (Mon—Fri, 7 am—5 pm)
TTY: 1-877-275-1380
Fax: 519-826-4118
www.agricorp.com
contact@agricorp.com

Focus on the Grower: Bill George Jr.

Since he was old enough to contribute, Bill George, Jr. has worked the vineyards of George Family Farm Vineyards, an 80-acre farm that has been family owned and operated since 1796. Following his graduation from the University of Guelph, where he completed his BSc., Agriculture, in 1988, George took over the farm. In 2001 he was chosen Grape King. Now in his fifth year as GGO Chair, he previously served four years as Vice-Chair and another seven years as a director.

We caught up with him following the Annual General Meeting to get his views on grape growing.



Bill George, Jr.

Q. How does your family help with the business?

A. The whole family is involved. Dad (Bill George, Sr.) was involved helping out right up to his 81st birthday. He never really retired. I learned a lot from him about farming. Mom helped out until her older years as well. Today, my wife (Lesliann) takes care of all the bookkeeping. My son (Will) is 16 and he helps out when he can, doing odd jobs. My daughter (Katelyn) likes to help out as well, particularly with tying young vines to the vine stakes.

Q. Is your son showing any interest in taking over some day?

A. My son is showing an interest but I keep trying to push him to figure out what he wants to take in university or college first. I want him to have a degree or trade in something other than farming. If he wants to come back to farming then, that will be his choice. That's what my father did with me.

Q. How often do your responsibilities as Board Chair keep you away from the farm?

A. My nephews have been a great help while I've been on the Board. I put in a minimum of one day a week. Other times it can be three days a week at the board office. In addition, I am also on the phone often addressing member concerns or talking to government representatives.

Q. What are the unique qualities of your vineyards?

A. Our vineyards are located right along the shores of Lake Ontario. The lake helps to moderate the temperature so it doesn't get as cold in winter. We have a later start to the growing season because of the moderating affect of the lake. But we also have a longer season because we don't have the early fall frost. It also means we can plant more sensitive varieties that grow better in this type of climate like Merlot and Sauvignon Blanc.

Q. What changes over the past few years have made the most impact on your grape production?

A. With technology we have pruning machines and mechanical leaf removers. All of this used to have to be done by hand. Wherever growers in our industry can use technology to save costs, it helps. Grape harvesters came on the scene in the late 1970s and there's been a steady increase in technology since. In my father's day, it was a lot of hard work and it took a lot of effort. It's night and day compared to how it was done in the late 1960s for sure.

Q. What do you see as challenges for the future?

A. We're in a global market and have to compete with wine coming in from all over the world. We need to get the LCBO promoting local wines more. Currently we have a 44% market share. That's not cutting it for us. We need to see that eclipse 60% of the market share like other wine-producing countries. Every other country has 50% or more of the local market place. In order to do this, the LCBO needs to step up.

Q. If you were to give one piece of advice to a new grower, what would it be?

A. That one piece of advice would be to research your site selection. Know the local climate and choose the grapes that will grow well in that area. We learned the hard way. Talk to growers in your area to find out what works. They can be a wealth of information. As Chair of GGO, I see it all the time. Obviously, there is competition out there, but I also know we want to see our neighbours do well. We all stick together and that's important.

Q. What are some of the most common misconceptions about growing grapes for wine?

A. The most common misconception is that it's all romance.

...Continued on page 6



Grower Recognition

2011 Ontario's Outstanding Young Farmers— Wes and Briar Wiens

Wes and Briar Wiens were selected as Ontario's Outstanding Young Farmers for 2011. The Wiens of Gemrich W. Nursery in Niagara-on-the-Lake received this top provincial honour at an awards ceremony on Friday March 11, 2011 in Ajax, Ontario



Wes and Briar Wiens

The Wiens were chosen from a group of farmers from across Ontario that exemplify and demonstrate innovation and progress in their agricultural careers. Wes and Briar will represent Ontario at the National competition being held in Brandon, Manitoba where they will compete for Canada's Outstanding Young Farmer title.

Top 30 Under 30 Award—Yannick Wertsch

Yannick Wertsch has achieved a Top 30 Under 30 award from the Ontario Hospitality Institute. This award is an annual recognition program that celebrates the hospitality and foodservice industry's top 30 young professionals in all sectors.

Yannick is co-owner and winemaker at Between the Lines Winery and Wertsch family vineyards in Niagara.



Yannick Wertsch

OF&VGA Update

The following are highlights from the Ontario Fruit & Vegetable Growers Association (OFVGA) board meeting held March 24, 2011:

Advanced Payment Program

Agriculture and Agri-Food Canada has launched consultations in the legislative review of the Agricultural Marketing programs Act, which is the foundation for the Advanced Payments Program. The government is interested in hearing from producers and industry regarding their impressions and experiences with the program. The program is important to producers to help them secure inputs and operating capital for the growing season and has helped reduce interest rates being offered to agriculture by the banks.

Research

Proposals have been reviewed for the fourth round of project funding under the Farm Innovation Program (FIP). A final round of funding remains in the program, which is designed to boost agricultural research, competitiveness and productivity in Ontario's agricultural sector. FIP is part of the Innovation and Science Suite of programs for Growing Forward in Ontario.

Growing Forward II Consultations

Agriculture and Agri-Food Canada is reviewing the current federal-provincial-territorial framework to identify gaps and ask stakeholders what they would like to see in the successor program. Issues raised by the OFVGA include harmonization for crop protection products, offset programs for the downloading of costs onto farmers for items of societal benefit, the need for an on-farm innovation program and development of a PACA-like (Perishable Agricultural Commodities Act in the U.S.) trust that would protect produce sellers when buyers fail to pay.

Focus on the Grower (Cont'd from page 5)

Enthusiastic people from the city and elsewhere see the pictures in magazines and think it's a purely romantic business. Don't get me wrong, it's beautiful having the vineyards all around me, with the great aromas, but it's a difficult business that requires a lot of hard work. We need to get our story out, of how challenging it can be, tending to the vines year long, and all that is involved in that process before the grape is ever ready for wine making.

Q. What are some of your favourite pairings of Ontario wines and homemade recipes?

A. I don't have any homemade recipes but I like a nicely marinated steak and a red wine from one of our local wineries. On a summer afternoon, I enjoy a hamburger and crisp dry Riesling. I'm easy to please. Good food and a nice glass of wine will keep me happy.



Grapes worth celebrating

PURE PROTECTION LEADS TO PURE PERFECTION

Spray Oil 13E. Protection at its purest – CAS# 8042-47-5

Introducing Spray Oil 13E, from the largest producer of white oils. It's proof that not all oils are created equal, and not all grapes achieve perfection. It is an innovative isoparaffin oil that offers the highest purity levels on the market with CAS# 8042-47-5.

Spray Oil 13E effectively protects your high value grape crops by quickly eradicating pests and disease and then continuing to provide extended protection. All without any phytotoxicity or burning issues. So use it early

to avoid problems from developing, as it won't damage your crop and it reduces the need for resorting to traditional toxic chemicals later.

As many pesticides have been delisted, your choices are limited and becoming more so every day. So when you have a choice to make, be sure to choose the purest – Spray Oil 13E. It's an effective choice with unlimited possibilities. For more product information call **1-866-335-3369**.



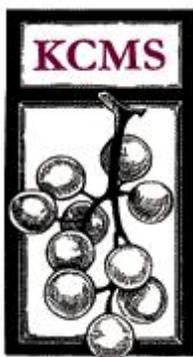


For Sale	Contact	Telephone
<ul style="list-style-type: none"> Spectacular lakefront property in the heart of Essex County. 18.86 acres with 901 feet of frontage on beautiful Lake Erie. Listed at 	Mike	519-738-2562 or mike@tomekrealty.com
<ul style="list-style-type: none"> Renovated farm house with two barns in beautiful Prince Edward County. 11 acres of which nearly 3 acres of grapes (Chardonnay, Pinot Noir, Pinot Gris and Cabernet Franc). Lots of opportunities for more development. Price: \$349,000. 	Yvonne	613-399-5984
Wanted		
<ul style="list-style-type: none"> Red and White Hybrids for 2011 Vintage. 	John Jr.	905-646-9617 905-401-6287 or johnjr@palatinewinery.com
<ul style="list-style-type: none"> White Hybrids for 2011 harvest 	John	905-856-5700
<ul style="list-style-type: none"> 20 tonnes of Muscat grapes 	Zvonko	647-501-9240

To place an ad, please contact
Gillian McWilliams at 905-688-0990 x224 or
gillian@grapeandtenderfruitontario.com

Grapes for Sale?
Please call Nick Lemieux at
905-688-0990 x228

KCMS Tree Fruit and Grape Crop Report 2011



With the growing season rapidly approaching, KCMS is now confirming clients for 2011 services including the delivery of our regional crop report and weekly meetings. This is the ONLY weekly crop report that covers ALL major pest activity, crop development stages and nutrition strategies for Peaches/Nectarines, Cherries, Plums Apples, Pears and Grapes in Ontario. It is the only report based on weekly region wide monitoring using site examinations, pheromone traps, computer modelling and weather data collection for tree fruit and grapes.

KCMS has full-time professional staff that has been providing these independent services for more than 30 years. As well KCMS has undertaken applied research and collaborative projects with government (OMAFRA-AAFC), research (CCOVI, UG, VRIC) and industry (GGO, OTFPMB) partners as well as private sector NRC IRAP projects.

If you are interested in subscribing to our crop report or having professional monitoring services (including soil/tissue sampling and recommendations) please contact us at 905 892-7050 or 905 688-8189 or by email at docjina@kcms.ca or ryanb@kcms.ca

GGO Services

- Grape Pricing & Promotion
- Grape Research
- Grape Inspection
- Government & Industry Relations
- Government Lobbying
- Government Policies & Regulations
- Farm Labour Legislation & Program
- Chemical Registration
- Nutrient Management
- Crop Insurance Requirements
- Business Risk Management
- Weather INnovations Incorporated (WIN)

April 2011

ccoVInews

A newsletter from
the Cool Climate Oenology
and Viticulture Institute



CCOVI

Brock University

The new faces of CCOVI

When George Kotseridis left Greece in January to work in the Great White North, the new CCOVI Oenologist wasn't quite prepared for the temperature change—from a balmy 15°C in Athens to an icy -19°C the day he landed in Toronto. But that didn't cool his enthusiasm for the new adventure. His love of wine and our challenging industry is what attracted him to team up with the Institute.

"The Canadian grape and wine industry has a huge potential for growth," says Kotseridis. "Being able to work with CCOVI's great facilities and knowledgeable researchers will allow me to do my share in helping advance the industry."

He is already hard at work, splitting his time between research and outreach to the industry. "I'm developing new winemaking techniques to better target preferred flavour profiles in a variety of grapes that I believe are very marketable. I'm also interested in studying the problem of high acidity, a common problem found in cool climate wines."

On the outreach front, he is developing new tests to enhance CCOVI analytical services, including oak barrel compounds and *Brettanomyces* analyses.

Kotseridis has also been providing his expertise on specific issues raised during VQA Winemakers Forums with fellow Viticulturist Jim Willwerth. The forums foster informal discussions among



George Kotseridis (left) and Jim Willwerth (right)

VQA winemakers about best practices in winemaking, vintage specific issues and techniques suitable for Ontario's climate. This is an opportunity for new winemakers to network with colleagues, and to compare notes about what works and what doesn't.

The next forum will take place at CCOVI on May 26 at 9 a.m. To reserve a seat, contact VQA at 416-367-2002.

Kotseridis can be reached at 905-688-5550 x6123 or gkotseridis@brocku.ca.

In Canada, many cold-sensitive grape varieties are grown because of their consumer appeal. Climate change and the impact on winter injury is a big threat for the industry.

That's where CCOVI Viticulturist Jim Willwerth comes into the picture, by researching vine cold hardiness, investigating new varieties suitable to our cool climate and keeping the

industry informed on viticulture advances.

"I work with dedicated growers and great people at CCOVI, KCMS and the Grape Growers of Ontario, to name a few," says Willwerth. "It's exciting to be involved in a collaborative project that makes a difference and allows the industry to become more competitive."

On many days, Willwerth can be found tracking through vineyards, often in a foot of snow (after this winter, he will be buying snowshoes next year). Being in the field is where he gets much of the crucial data that he applies to a number of projects including VineAlert, grape pre-harvest monitoring during the fall and workshops in Ontario and with other grape and wine provinces such as Nova Scotia and Quebec.

Willwerth can be reached at 905-688-5550 x5477 or jwillwerth@brocku.ca.

Students for hire

Planning to hire vineyard, winery or retail staff?

Recruit our graduates and students who are skilled in winemaking, viticulture and wine business.

Students in the Oenology and Viticulture (OEVI) program at Brock University are seeking jobs for 2011.

To have a position posted for our OEVI students call: 905-688-5550 x4949 or e-mail: jennifer.roberts@brocku.ca

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Brock grads win at Cuvée 2011



From left to right: Scott MacDonald, Manager of Horticulture and Specialty Products for BASF Canada Inc., Kevin Donohue and Debbie Inglis, CCOVI Director (Photo courtesy: The Standard)

Graduates of the Brock OEVI program won big at the Cuvée Gala on March 4 at the Niagara Fallsview Casino.

Emma Garner, Angela Kasimos, Rob Power, Tom Green and Jason Roller won eight Cuvée gold awards while Gordon Robert and Fred DiProffio both garnered second place finishes out of a total of 22 awards.

Brock OEVI grad Kevin Donohue, Vineyard Manager at Colio Estate Wines, was presented with a Cuvée Award of Excellence in Viticulture, which recognizes an individual who promotes excellence in their vineyard practices.

"Kevin is an ideal recipient of this distinguished award," said Debbie Inglis, CCOVI Director. "He is an influential individual whose knowledge and hard work helps advance the Ontario grape and wine industry."

Cuvée is a wine competition whereby Ontario's winemakers submit a selection of only their finest wines to be judged by a panel of their peers.

Meet the winemakers who won:

- Red wine: Thirty Bench Wine Makers, Small Lot Cabernet Franc 2007 (Emma Garner)
- White wine: Riverview

Cellars Winery, Gewürztraminer 2009 (Angela Kasimos)

- Limited edition white wine: Creekside Estate Winery, Queenston Road Vineyard Reserve Viognier 2009 (Rob Power)
- LCBO red wine: EastDell Estates Winery, Black Cab 2009 (Tom Green and Jason Roller)
- Limited edition sweet wine: Stoney Ridge Cellars, Gewürztraminer Icewine Barrel Fermented Barrel Aged 2009 (Gordon Robert) (2nd place)
- Chardonnay: Pondview Estate Winery, Barrel Fermented/Aged Chardonnay 2009 (Fred DiProffio) (2nd place)
- Gewürztraminer: Riverview Cellars Winery, Gewürztraminer 2009 (Angela Kasimos)
- Sauvignon Blanc: Creekside Estate Winery, Creekside Estate Vineyard, Reserve Sauvignon Blanc 2009 (Rob Power)
- Viognier: Creekside Estate Winery, Queenston Road Vineyard Reserve Viognier 2009 (Rob Power)
- Cabernet Franc: Thirty Bench Wine Makers, Small Lot Cabernet Franc 2007 (Emma Garner)

VQA Promoters Awards



CCOVI's own Christopher Waters (left), winner of the Education Award, with Charles Baker (right) from Stratus Vineyards

Six individuals of varying backgrounds but with the same passion for Ontario wines have been singled out at the 2011 VQA Promoters Awards.

The awards were announced on March 5 during the Experts' Tasting. Each year, this educational component of the Cuvée weekend is hosted by CCOVI.

The 2011 VQA Promoters Awards winners are:

- Media: Suresh Doss, food writer and publisher of the website Spotlight Toronto.

- LCBO: Orest Poluch, LCBO product consultant in Guelph, ON.
- Hospitality: Jeremy Day, owner of Toronto's Café Taste.
- Education: Christopher Waters, editor of Vines Magazine and continuing education instructor at CCOVI, Brock University.
- Promoter at Large: Bill Redelmeier, owner of Niagara-based Southbrook Vineyards.
- Lifetime Achievement: Billy Munnelly, wine writer.



Billy Munnelly (left), Lifetime Achievement Award recipient at this year's event, with Charles Baker

Research Q&A

Heritage, identity and the Niagara grape and wine industry



CCOVI Fellow and Brock Geography Professor Michael Ripmeester is investigating the drivers behind a region's identity, in collaboration with Professor Russell Johnston from Brock's department of Popular Culture, Communication and Film.

What is the focus of your research?

I have a lifelong interest in cultural and historical geography. Most recently, I have been investigating the ways in which Niagara residents build identities through heritage landscapes.

How does your research tie in with the grape and wine industry?

My colleague Russell Johnston and I were involved with the Popular Culture Niagara Research Group and we explored how Niagara residents related to material commemorations (i.e. historic monuments, sites, etc.). Between 2005 and 2009 we asked hundreds of locals what makes the Niagara region unique.

We anticipated that participants would identify an important person such as Laura Secord, a historical event such as the War of 1812, or the Welland Canal. We were surprised to find that our participants identified "wine" as an important characteristic.

To explain these findings

we need to understand the region's popular memory in terms of relevance to the population. Given the region's relatively cool political, economic, social and culture climates, it is no surprise that stories celebrating foundation and long-ago battles are not top-of-mind for residents. However, since the 1980s the grape and wine industry has been growing exponentially, thanks to extensive rebranding and promotional efforts by the industry and governments. We are surrounded by symbolic reminders of the industry. We see Wine Route signage along major highways and roads; some of us attend annual wine events such as the Niagara Wine Festival; and there is an emerging fine dining industry taking shape in the region. In addition, grapes and wine fit the small family-run agricultural business that has long characterized this region. It's not surprising, therefore, that residents were able to link the grape and wine industry to that heritage story.

What else have you found in your studies?

We found that many of our participants are aware of the importance of the grape and wine industry in Niagara, and are also aware that the industry has rebranded itself as an upscale, world-class destination to attract affluent wine lovers. It was also clear that some respondents felt that this strategy has somewhat changed the traditional agricultural focus of the region as well as land practices. As the popularity of wineries is growing, the access to land is more difficult since the value of agricultural land is increasing.

Brock harvests another grad in wine biotechnology



Fei Yang (right) and her supervisor Dr. Debbie Inglis

Fei Yang, graduate of the Biotechnology Masters program at Brock University, defended her thesis in January.

Her dissertation "Study of new yeast strains as novel starter cultures for Riesling Icewine production" examines the efficiency in Icewine fermentation of new hybrid yeasts from the Australian Wine Research Institute and an isolated yeast from the surface of

Icewine grapes here in Niagara.

Fei defended her thesis before Examining Committee members: Dr. Joffre Mercier, Chair; Dr. John Husnik, External Examiner, Phytterra Yeast Inc.; Dr. Andy Reynolds and Dr. Stuart Rothstein, Committee Members and Dr. Debbie Inglis, Supervisor.

CCOVI and Brock University congratulate Fei for her hard work and diligence in completing her MSc.

Nova Scotia growers and winemakers visit Niagara

The three-day Grapevine Winter Hardiness and Research Update Symposium took place on Jan. 31-Feb. 2 and was organized by CCOVI.

20 delegates from the Nova Scotia grape and wine industry took part in sessions on cool climate research and outreach with CCOVI Viticulturist Jim Willwerth and CCOVI Professional Affiliate Kevin Ker. Also as part of the symposium, they toured Niagara College and Lakeview Vineyard Equipment, met with the GGO and sampled wines at Hillebrand Winery, Schenck Farms and Henry of Pelham.



CCOVI Briefs

VITICULTURE

- C. Huber, graduate student of both CCOVI Professional Affiliate W. McFadden-Smith and CCOVI Director D. Inglis, won second place in the student poster competition for her poster entitled "Grape sour rot in the Niagara region: what causes it and what can we do about it?" at the Ontario Fruit and Vegetable Convention at Brock University, Feb. 23-24/11.
- J. Willwerth presented "VineAlert and new vineyard research/outreach projects at CCOVI" at the Ontario Fruit and Vegetable Convention at Brock University, Feb. 23/11
- W. McFadden-Smith presented "2010 IPM challenges" at the Ontario Fruit and Vegetable Convention at Brock University, Feb. 24/11.

CCOVI Publications

BUSINESS

- Cyr, D., Kusy, M.K. and A.B. Shaw. 2010. Climate change and the potential use of weather derivatives to hedge vineyard harvest rainfall risk in the Niagara region. *Journal of Wine Research* 21 (2-3): 207-227.

CCOVI Lecture Series continues

Featuring talks by CCOVI Researchers, Fellows and Professional Affiliates.

Visit brocku.ca/ccovi/outreach-services/ccovi-lecture-series for more information or for a library of past videos and presentations.

The free lectures are taking place at 3 p.m. EST in Mackenzie Chown Complex, room H313, Brock University.

Ronald Jackson
Wine writer, author
Date: Wednesday, April 20
Topic: Brotytis—the Jekyll-and-Hyde fungus

Michael Ripmeester
(rescheduled lecture)
Professor, Geography,
Brock University
Date: Thursday, April 28
Topic: Heritage, identity and wine in Niagara

Gerry Neilsen,
Daniel O’Gorman
Research scientists, PARC
Date: Wednesday, April 27
Topic: Grape quality and vine health

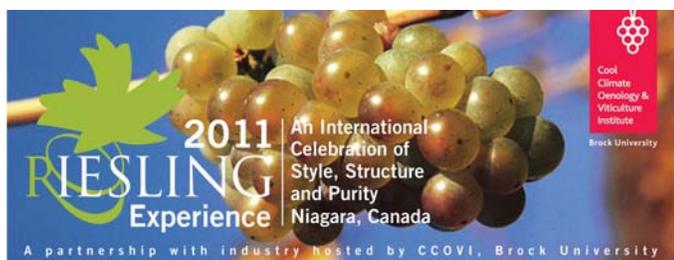
Live webcasts of
the presentations
at brocku.ca/ccovi

Watch the lectures on TV

An arrangement between CCOVI and TVCOGECO Niagara will see nine of this year’s lectures aired throughout April and May.

The broadcasts kicked off April 2 at 12:30 p.m. and repeat broadcasts are on Tuesdays at 10 p.m. For a schedule of the programs, visit tvkogeco.com.

TVCOGECO



The Riesling Experience is back with an expanded two-day program. World-renowned French producer, Pierre Trimbach will open the event with a tutored tasting of his top Rieslings and will discuss his experience with Riesling in Alsace.

Day 1—June 9, 2011

- Keynote speaker: Pierre Trimbach, Domaine Trimbach, France
- "Great Lakes" panel featuring speakers from Michigan, Ohio, New York and Ontario
- Riesling-friendly luncheon including international wines

Where: Hosted at Brock University, St. Catharines, ON

Cost: \$125

Day 2—June 10, 2011

- Niagara vineyard tours on the Niagara Bench
- Riesling-friendly luncheon in the vineyards of Cave Spring Cellars

SOLD OUT

For more information and to register,
please visit: rieslingexperience.com

Wine Tasting Challenge winners



On Nov. 29, 2010 close to 300 competitors celebrated their passion for fine wine and spirits at the Four Seasons Hotel in Toronto.

This year’s winners and key organizers are from left to right: Phil Sabbatino, Barb Tatarnic, Jonathan Gonsenhaus (3rd place Professional), Evan Saviolidis (Grand Champion), Barclay Robinson (2nd place Professional) and Dr. Ian Brindle.