



Grape Growers of ONTARIO

Newsletter - Volume 11 - December 2010

...Dedicated to the Success of Ontario's Grape Growers

IMPORTANT MESSAGE FROM THE CHAIR

Please see the enclosed message from your Board Chair regarding the 2010 Harvest, 2011 Pricing Structure, Grape and Wine Industry Summit held on December 8, 2010 and the Varietal Plan for the Grape and Wine Industry.

GGO NEWSLETTER CHANGES

Beginning in January 2011, in an effort to become more environmentally friendly and to reduce mailing costs, the Grape Growers of Ontario will begin sending newsletters electronically to those members who have an email address. If you wish to provide us with an email address or to continue receiving a hardcopy version of the newsletter, please email gillian@grapegrowersofontario.com or call 905-688-0990 ext 224.

Season's Greetings

The Board of Directors and staff of the GGO extend our best wishes to you and your family for a joyous and peaceful holiday season and a healthy, happy and prosperous New Year.



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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 (CAIS & SDRM)
- Weather INnovations Incorporated (WIN)

2010 Grape Crush

* All 2010 Crush information is up-to-date as of December 3, 2010.

	2010 Crush*		2009 Crush		2008 Crush	
	Tonnes	Value (\$)	Tonnes	Value (\$)	Tonnes	Value (\$)
<i>Wine</i>	50,567	\$67,319,341	44,336	\$54,329,291	55,498	\$74,491,923
<i>Jam/Juice</i>	2,412	\$1,078,088	2,605	\$1,094,494	2,601	\$1,087,296
<i>Home wine</i>	393	\$582,280	520	\$543,357	234	\$263,748
Total	53,372	\$68,979,709	47,461	\$55,967,142	58,333	\$75,842,967

GGO Website

The Grape Growers of Ontario website is changing! In January 2011 the new GGO website will be launched with an interactive area for growers. GGO members will be able to log into a secure site where they can update their grower profile, print harvest summaries, use calculators for cost of production and farm gate values as well as join a grower forum where members can post questions/comments for discussion amongst the group. The grower only section will also feature a calendar of all industry events.

The new website will have relevant, up-to-date industry news and information. You will also be able to follow the Grape Growers of Ontario on Facebook and Twitter!



Visit the website today to read more on these two featured growers at www.grapegrowersofontario.com.



Kevin Watson (left), son of 1989's Grape King, did his late father proud when he became the second grower in the family to be honoured with the prestigious title. Since then, he's worked hard to ensure that he continues to uphold the Watson Family's reputation for excellence.



You might say that wine runs in Trevor Falk's blood (right). In the 1930s, his grandfather was one of the first farmers to recognize the Niagara region's grape-growing potential, and in the 1970s, his parents became pioneers in Ontario's wine industry. Even as a boy, Trevor looked forward to the day he'd take over the family operation, and he's already got plans for the fourth genera-

11 New Researchers Join CCOVI Network

Brock's Cool Climate Oenology and Viticulture Institute (CCOVI) has announced that 11 researchers will become new CCOVI Fellows and Professional Affiliates. The newcomers include six scientists from Agriculture and Agri-Food Canada's Pacific Agri-Food Research Centre (PARC) in Summerland, B.C. Earlier this year, a memorandum of understanding was signed between CCOVI and PARC allowing for exchange of ideas and information related to viticulture and oenology. The rest of the new researchers bring a wealth of expertise in science, social science, business and law both from academia and the private sector. The CCOVI network originally focused exclusively on the science of oenology and viticulture, but the addition of members in varied disciplines is helping move research into all areas of the grape and wine value chain.

Now numbering more than 30, the CCOVI Fellows and Professional Affiliates present findings from their research at public seminars and workshops throughout the year. To learn more about each individual and their research, please visit the CCOVI website at www.brocku.ca/ccovi then click on "Research" and "Researchers and Research Topics".

Up Coming Events

CCOVI 2011 Lecture Series - January 2011

Wednesday, January 19 at 3 pm

Dr. Michael Ripmeester, Chair and Professor of Geography, Brock University

Location: Brock, Room H313

Topic: *Memory in a bottle? Heritage, identity and wine in Niagara.*

Wednesday, January 26 at 3 pm

Dr. Annette Nassuth, Associate Prof. of Molecular & Cellular Biology, University of Guelph

Location: Brock University, Room H313

Topic: *Empowering growers: using molecular tools to select for freeze-tolerant grapes.*



Ontario Fruit and Vegetable Growers' Association

January 10, 11 & 12, 2011 at Niagara Falls Crown Plaza Hotel

The Ontario Fruit and Vegetable Growers' Association Annual General Meeting and Convention will be held January 10-12, 2011 at the Crowne Plaza Hotel, Niagara Falls, Ontario. For more information, visit www.ofvga.org.

Niagara Ice Wine Festival

January 14 - 30, 2011

For three weeks in January the Niagara Region is transformed into a wintry wonderland, celebrating one of Canada's most cherished products, Ontario Icewine. From Gala evening toasts to chestnut roasts, ornate ice bars and winery tours, the 16th annual Niagara Icewine Festival offers plenty for every taste. Join the celebration by calling 905-688-0212 or visiting www.niagarawinefestival.com.



For Sale	Contact	Telephone/Email
<p>New wine tanks, AISI 304, complete with all & including jacket.</p> <ul style="list-style-type: none"> • 2 x 2,500 l with jacket • 1 x 3,000 L no jacket • 4 x 5,000 L with double jacket • 3 x 7,250 L with jacket • 1 x 10,000 L with double jacket • 1 x 10,500 L vinomatic automatic fermenter with central filter complete with motor & controls. 	Ted	416-278-2333 or maniatis@rogers.com
<ul style="list-style-type: none"> • 50 used red barrels, all filled at least 3 times, \$75 each. 	Brian	905-641-2548 x224
<ul style="list-style-type: none"> • Kubota Tractor 5950 DT, 1,700 hours. Excellent condition. 	Don	905-682-5648
Wanted		
<ul style="list-style-type: none"> • Vineyards in Lincoln or Niagara-on-the-Lake, 15 acres plus preferred, vinifera or hybrid varieties, short or long-term agreements. Rent or lease. Well-established, professional, full-time operation. 		nextmove73@gmail.com
<ul style="list-style-type: none"> • 10,000 L Vidal or Late Harvest Vidal. 		marc.godard@gmail.com



100% Grown by Grape Growers of Ontario
Bin stickers and labels are available now!
Please contact Mary Jane Combe at the Board office to order yours today:
905-688-0990 ext 242 or
mjcombe@grapegrowersofontario.com

Looking for Grapes?
Please call Nick Lemieux at
905-688-0990 x228 or visit
www.grapegrowersofontario.com

To place an ad, please contact
 Sylvana Lagrotteria at 905-688-0990 x231 or
slagrotteria@grapeandtenderfruitontario.com



December, 2010

Dear Members of the Grape Growers of Ontario:

As the 2010 harvest season comes to a close, I would like to provide you with an update on the final crop numbers for this year's harvest including an update on the proposed second year of the pricing agreement and an overview of the recent Insight Grape and Wine Summit.

2010 will be remembered as a year of exceptional grape quality with a total of 53,372 tonnes of juice and wine grapes recorded for a total farm gate value of \$68,979,709. In addition, 3,950 tonnes of grapes were sold at the "plateau pricing" structure developed by the industry for 2010. This one-year pilot plateau pricing structure is part of a potential two-year pricing agreement that will be reviewed over the next few weeks. The extension of this pricing program will only occur if all partners agree to an extension of the current framework for the program. This program includes an additional 1% increase over 2010 for all white varieties while all red varieties remain stable at 2010 prices.

The two-year pricing agreement will provide the Grape Growers of Ontario, Wine Council, and Winery and Grower Alliance of Ontario the stability needed to work together with Government to establish long-term goals and objectives for the grape and wine industry including the completion of a varietal plan.

On December 8th, 2010 an Insight Grape and Wine Summit was hosted by Vincor Canada to discuss and explore ways to collectively improve and strengthen the Ontario grape and wine industry. Representatives from a range of organizations gathered to discuss and explore what impact anticipated consumer, business and economic changes will create for Ontario's grape and wine industry and its future. This event provided an opportunity for industry leaders to build on shared goals. Presentations from the LCBO, researchers, WCO, and an overview of the George Morris Centre Varietal Plan (an executive summary is attached for your review) provided a much needed framework for future discussions. We look forward to continuing the dialogue with our partners.

On behalf of all members of the Board of Directors, Grower Committee and staff, have a safe and healthy holiday season.

Yours truly,

A handwritten signature in cursive script that reads "Bill George Jr." in dark ink.

Bill George Jr.
Chair, Grape Growers of Ontario