



# Grape Growers of ONTARIO

Newsletter - Volume 10 - November 2010

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

## **Grower Cheque Pick-up Day Monday, November 15, 2010**

All grape growers are invited to pick-up their grape cheques on:

**When:** Monday, November 15, 2010  
9:00 am - 2:00 pm

**Where:** Grape Growers of Ontario Board Office  
1634 South Service Rd, St. Catharines, ON

A reception will be held during cheque pick-up day, where you may take the opportunity to have a snack, coffee and chat with our staff.

**NOTE:** Those growers who do not pick-up their cheques by 2:00 pm will have their cheques put into the mail immediately following the scheduled pick-up time. If you wish to have your cheques held at the office after 2:00 pm, please call the office at 905-688-0990 by noon and we will hold your cheques for you.

Please bring all current contact information (ex. email address, fax number, etc.) as we will be verifying and updating our records.

### **Photo ID is required to pick-up your cheque.**

If you are unable to pick-up your cheque and you appoint an individual, please notify the Board office, in writing, with the name of the individual picking up your cheque on your behalf.

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- 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 Legislative Wine Tasting

### Pillitteri Wines Chosen as the Official VQA Wines of the Legislative Assembly of Ontario



Richard Slingerland and Willow Pivarnyk from Pillitteri Estates Winery with Steve Peters, Speaker of the Ontario Legislative Assembly (centre)

Following the Grape Growers of Ontario's Annual Wine Tasting event at the Legislative Assembly of Ontario on November 2, 2010, Bill George Jr., Chair of the Grape Growers of Ontario, along with Debbie Zimmerman, CEO of the Grape Growers of Ontario, are pleased to announce that two wines from Pillitteri Estates Winery in Niagara-on-the-Lake have been chosen as the official wines of the Legislature for 2011.

Bill George Jr., Chair of the Grape Growers of Ontario, commented that "the Grape Growers of Ontario were once again pleased to host the annual 'Wines of the Legislative Assembly' tasting event and I extend congratulations to Pillitteri Estates Winery." Pillitteri's 2007 Cabernet Sauvignon and 2009 Exclamation Reserve White were selected as the official wines of the Ontario Legislative Assembly for 2011. "The two wines chosen reflect

the connection between 100% Ontario grown grapes and the winemaker who crafts these wines," says Debbie Zimmerman.

"We are honoured and excited to have both our red and white wine selected as the official wines of the Legislature for 2011. This demonstrates our commitment to producing quality VQA wines," states Connie Slingerland, CFO and President of Operations at Pillitteri Estates Winery. The two favoured wines are VQA which indicates that the wines were crafted from 100% Ontario grown grapes to meet quality standards.

Members of Provincial Parliament gathered to select the Legislative Assembly of Ontario's official red and white VQA wine to be served at legislative functions throughout 2011. Over 150 participants tasted and marked their preferences on a voting ballot to determine which wines would be selected from six Ontario VQA wineries.



Debbie Zimmerman, Dr. Debbie Inglis (2010 Grape King) and Steve Peters (Speaker of the Ontario Legislative Assembly)

## Have you considered insuring your grapes for 2011?



Did you experience severe loss due to frost or tornados? Production Insurance for grapes provides protection against not only frost and tornados but hail, wind, excessive heat, freeze, excessive moisture, drought, wildlife, insect infestation (lady beetles) and fungal disease provided good farm management practices are followed.

If this is your first time applying, contact Agricorp at **1-888-247-4999** by **December 20, 2010**.

- **An Agricorp representative will visit you to review your coverage and claim price options and help you complete your application.**
- **You must insure 100 percent of your grapes acres and pay your non-refundable deposit by December 20, 2010.** Your deposit amount is 25% of an estimated underwritten value at the time of application. An Agricorp adjuster will determine this value with you. Final premium is calculated in the spring.
- **Meet all deadlines in the 2011 Production Insurance Deadlines for Apples table on the following page.**

For more information on how to be eligible for 2011 PI coverage for your grapes, please refer to the Plan Overview for Tree Fruit and Grape Production on [www.agricorp.com](http://www.agricorp.com).

2011 Production Insurance deadlines for grapes	
Action required	Deadline
Last day to cancel your 2011 insurance contract	December 20, 2010
Apply for coverage or change your coverage selection	
Pay your premium deposit (non-refundable)	
Declare assignment of indemnity	
Pay balance of your premium	May 1, 2011

### Renewing Production Insurance for grapes

It's renewal time again for your grapes. You will be receiving your renewal package outlining your coverage options and deposit amount for 2011 shortly. Be sure to review your responsibilities and coverage shown on your renewal notice. Your coverage will reflect the coverage you chose last year, unless you contact us by **December 20, 2010** to change your coverage options.

## Production Insurance

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### Paying your premium

Your non-refundable premium deposit is due **December 20, 2010**. The balance of your premium is due **May 1, 2011**.

You can pay your premium using one of the following methods:

- Internet or telephone banking
- Mail your cheque, payable to Agricorp Insurance Fund, to:  
Agricorp, Box 3660, Station Central, Guelph, Ontario, N1H 8M4

Grape categories	2011 Customer premium rates by coverage Level			
	85%	80%	75%	70%
Labrusca	3.91%	3.49%	3.10%	2.79%
French hybrids	3.75%	3.35%	2.98%	2.68%
Vinifera	7.49%	6.04%	5.38%	4.83%

### Claim prices

Grape claim prices for each variety can be found in the 2011 Grape Production Insurance Claim Prices Production Insurance Document posted on [agricorp.com](http://agricorp.com).

### Grape vine rider

To be eligible for the grape vine rider, you must have insured your grapes for a minimum of two years. Your coverage is based on the number of healthy vines at least two years old in your inventory.

The following claim prices represent the cost of removal and replanting and are available with a deductible of 12.5 percent:

- Labrusca: \$13.07/vine
- French Hybrids \$12.93/vine
- Vinifera \$11.75/vine

Agricorp will require copies of the receipts for work done to remove and replant any trees or vines. If a tenant is in a tree or vine claim, he/she will require written permission from the landlord to remove and replant any dead trees or vines. For more details, please refer to the Apple Tree and Grape Vine Riders Production Insurance Document.

## AgriStability

### 2010 AgriStability fees due December 31

If you have not paid your 2010 AgriStability fee yet, you have until December 31. If we do not receive your fee by the deadline, you will not be eligible for a benefit.

### AgriStability interim payments available

If you are in financial distress, you can receive half of your estimated AgriStability benefit on a priority basis before your year-end. You can get applications on our website or by contacting us.

### New to AgriStability?

To sign up for 2011 AgriStability, send your completed 2011 New Participant Form to Agricorp by April 30, 2011. New Participant Forms are available on our website or by contacting Agricorp.

AgriStability deadlines	
Action	Deadline
Last day to pay your 2010 fee with a late penalty	December 31, 2010
Last day to apply for a 2010 interim payment	
Last day to submit your 2011 New Participant Form	April 30, 2011
Last day to pay your 2011 fee without a late penalty	

### Reminder to complete OVTP removals by November 30

The deadline to complete removal projects under the Orchards and Vineyards Transition Program (OVTP) is approaching. The last day to complete all removals and notify Agricorp is November 30, 2010.

Growers who applied and were accepted into OVTP received a notice of acceptance confirming the crop and number of acres that are eligible for funding. To receive an OVTP payment, growers must remove all trees and/or vines within the approved growing area and destroy stumps and as much of the plant root system as possible. Trellising system components that are in good condition may be retained on the lands for further horticultural use at the discretion of Agricorp.

Growers must complete their removals and call Agricorp by **November 30, 2010**. An Agricorp representative will visit each farm to verify the removal and confirm the number of acres removed.

As of October 19, Agricorp has issued more than \$14 million in OVTP payments for the removal of approximately 8,800 acres.

Contact Agricorp  
 Phone: 1-888-247-4999 (Mon to Fri, 7 to 5)  
 contact@agricorp.com  
 agricorp.com





## Advanced cold hardiness database helps growers combat grapevine winter injury



Cool  
Climate  
Oenology &  
Viticulture  
Institute

Brock University

A new initiative led by Brock's Cool Climate Oenology and Viticulture Institute (CCOVI) together with the Grape Growers of Ontario, with funding from Agriculture and Agri-Food Canada means Ontario grape growers will be able to develop better winter protection strategies for vineyards.

Winter injury is a major threat to the sustainability of the grape and wine industry. Throughout the season, low temperatures cause damage and in some cases even affect the viability of grapevine buds. Therefore, monitoring of grapevine bud hardiness throughout the dormant period is an effective tool to assist grape growers in managing winter injury.

CCOVI researchers have developed a database, called VineAlert, which compares levels of grapevine bud hardiness for different varieties and locations throughout the dormant season. This data can help growers determine when protective actions such as the use of wind machines or other methods are warranted to protect grapevines.

This information will also allow growers and researchers to understand when bud injury occurred and to determine when maximal grapevine hardiness is achieved to protect their vines.

The degree of grapevine bud cold hardiness varies, depending on the plant's genetic makeup and its environmental conditions. As a result, VineAlert sampling will take place during the entire dormant season including the acclimation (fall), maximum hardiness (winter) and deacclimation (spring) periods.

Differences in geographical areas such as climate, soil and viticultural practices can also impact cold hardiness of grapevine buds during the various periods of the dormant season. Extensive regional sampling will be done to better understand these factors and depict the variability within designated Ontario viticultural areas.

"The VineAlert project is the most exciting new initiative in recent years," says Matthew Speck, Viticulturist at Henry of Pelham Family Estate. "Understanding the elements of bud hardiness and bud survival rates in a given year, is the foundation of good viticultural management in Ontario. The real time website service being provided and the database being compiled, are at the leading-edge of their kind globally." Samples of Chardonnay and Cabernet franc, the two most widely planted white and red *vinifera* grape varieties, will be taken within the 10 designated sub-appellations of the Niagara Peninsula. Data specific to each location will be updated from late October until Mid-April depending on the growing season.

Research trials for monitoring hardiness on these two varieties in outlying designated viticultural areas of Prince Edward County and Lake Erie North Shore will also be initiated this year.

"VineAlert is an invaluable tool for growers to manage efficiently their vineyard winter protection strategies," says CCOVI Director Debbie Inglis. "As the project evolves, sampling will also include additional grape cultivars in the Niagara Peninsula appellation as well as other designated viticultural areas of Lake Erie North Shore and Prince Edward County."

VineAlert will be posted on the CCOVI website at [brocku.ca/ccovi](http://brocku.ca/ccovi). The database can be accessed by clicking "Research" followed by "Research Updates" and "VineAlert". Growers and researchers who sign up on "My Alerts" can obtain data based on location, time and cultivar and receive up-to-date notices on new winter injury data. The interactive website will help growers make informed management decisions based on cold hardiness and injury data specific to their conditions as well as through research findings and other relevant information.

This initiative is part of the \$1.4 million in funding under Agriculture and Agri-Food Canada's (AAFC) Developing Innovative Agri-Products initiative, which supports industry-led research and innovation. This outreach project is a collaboration between AAFC, the Grape Growers of Ontario, Ontario Grape & Wine Research Inc., Weather Innovations Incorporated, KCMS Applied Research and Consulting and Brock's CCOVI and is part of CCOVI's heightened emphasis on outreach to the grape and wine industry.

## In Memoriam

### Susan O'Dell



*It is with great sadness that the Grape Growers of Ontario announce the loss of Susan O'Dell who passed away on October 16, 2010. Susan was the co-founder of EastDell Estates in Beamsville and oversaw its growth into one of Canada's biggest vintners, Diamond Estates Wines and Spirits. Susan will be deeply missed and our sympathies are extended to the O'Dell family.*

**100% Grown by Grape Growers of Ontario bin stickers and labels are available now!**



- **Bin Stickers**
- **Window Decals**
- **Bottle Labels**

**Please contact Mary Jane Combe at the Board office to order yours today: 905-688-0990 ext 242 [mjcombe@grapegrowersofontario.com](mailto:mjcombe@grapegrowersofontario.com)**

**Looking for Grapes?**

**Please call Nick Lemieux at  
905-688-0990 x228 or visit  
[www.grapegrowersofontario.com](http://www.grapegrowersofontario.com)**

To place an ad, please contact

Sylvana Lagrotteria at 905-688-0990 x231 or  
[slagrotteria@grapeandtenderfruitontario.com](mailto:slagrotteria@grapeandtenderfruitontario.com)

<b>For Sale</b>	<b>Contact</b>	<b>Telephone</b>
<ul style="list-style-type: none"> <li>• Complete Winery &amp; Winemaking Equipment. Complete list at: <a href="http://www.grapegrowersofontario.com/thevineyards/classified.html">http://www.grapegrowersofontario.com/thevineyards/classified.html</a>.</li> </ul>		petercap@ica.net
<ul style="list-style-type: none"> <li>• 1964 Koering 505, air/hydraulic controls, 671 Detroit Engine, 2 yd. bucket, only need adjustments, workhorse, \$12,500.</li> <li>• HD 15A Dozer with hydraulic lift &amp; manual blade tilt/angle, 671 Detroit Diesel Engine with Direct Start, \$8,500 firm.</li> <li>• Excellent quality Irrifrance Optima Super 2 Irrigation Boom, programmable 1,100 ft. Hose Reel System, Bauer PTO delivery pump, 900+ ft. 5" aluminum pipe &amp; fitting. Asking \$18,000.</li> </ul>	Gord Steve	519-965-1312 519-817-6189 or 519-738-9253
<ul style="list-style-type: none"> <li>• Grape netting both drape &amp; panel up to approx. 5,000 ft. in both styles, used on both wine &amp; table grapes.</li> <li>• Hedger good working condition, one side only with top cut, 6 ft. used for grapes, \$2,500.</li> <li>• Eelectrocoup F3005 Electric Pruners, used one season on 5-acre vineyard, good condition, comes with everything in case. Paid \$2,200, asking \$1,600.</li> </ul>	Mark	905-563-1478
<ul style="list-style-type: none"> <li>• 3 Pt. hitch Seppi mower with hydraulic side shift, 7 ft. width, new hammers; 3 Pt. hitch cultivator, new shoes, 8 ft. wide; 3 PT hitch Massey Fergus Disc, good condition; 3 Pt. hitch WIFO pallet lifter, with horizontal adjusting hydraulic cylinder &amp; hose.</li> <li>• 100 gal. 3 Pt. hitch aluminum Rittenhouse spray tank.</li> <li>• 1953 Ford Jubalee Tractor with front end brush rake</li> <li>• Hobart Welder Tru-230/140, with cables, shield, jacket &amp; gloves. Also Portable air tank.</li> <li>• New Massey Ferguson Tractor Draw Bar (245 diesel).</li> <li>• Greenhouse plastic stacking bins for pears, apples, plum, etc.</li> </ul>	Ed	905-563-5186
<b>Wanted</b>		
<ul style="list-style-type: none"> <li>• Sunpack Agro-Plastics Canada Ltd. is looking for a Permanent, Full-time Technical Sales Specialist with minimum 6 years experience in sales relating to manufacturing, agriculture, business administration, scientific &amp; marketing. Must speak English, Cantonese, Mandarin. For full details, check notice at <a href="http://www.grapegrowersofontario.com/thevineyards/classified.html">http://www.grapegrowersofontario.com/thevineyards/classified.html</a>.</li> </ul>		Fax 905-332-7644 pm1@bellnet.ca
<ul style="list-style-type: none"> <li>• NOTL winery looking for ~1,200 L of VQA Riesling Icewine juice, 2010 vintage preferred but 2009 will be considered.</li> </ul>	Jeff	905-658-1046
<ul style="list-style-type: none"> <li>• Looking to lease a vineyard in the St. Catharines, Vineland, Jordan or Beamsville areas. Experience grower.</li> </ul>	John	905-937-2474 john.misek@sympatico.ca