

Ontario

GRAPE & WINE
RESEARCH



Incorporated

Matthias Oppenlaender
Chair, OGWRI
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Ontario Grape and Wine Research

- The objective of OGWRI is to enhance the profitability and sustainability of the Ontario grape and wine industry through directed and coordinated financing of research and development activities.

Ontario Grape and Wine Research

- OGWRI represents industry research requirements for over 80 winery members through WCO and WGAO and more than 450 active grape growers through GGO.
- OGWRI is dedicated to insuring prosperous and sustainable growth within the Ontario grape and wine industry.



Board of Directors


- 2 members from Grape Growers of Ontario: Matthias Oppenlaender (Chair) and Kevin Watson
- 2 members from the Processors: Allan Schmidt – WCO (Treasurer) and Murray Marshall – WGAO (Secretary)
- Staff – Nick Hubbard (Board Administrator) and Duncan Gibson



Technical Committee

- Technical Committee sets guidelines, establish research priorities and reviews research proposals and project progress.
- 6 Members: Dr. John Paroschy (Chair), Albrecht Seeger, Frank Hellwig, Dave Mines, Craig MacDonald, Dave Sheppard,

Industry Research Priorities

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- Industry research priorities are broken-down into 3 pillars:
 - Viticulture
 - Oenology
 - Market Research
 - Winter injury, canopy management, quality improvement, site selection and sensory and consumer science.

Completed OGWRI Projects

Researcher	Organization	Project Title
Debbie Inglis	CCOVI	Best Practices for Repelling MALB
Debbie Inglis	CCOVI	Confirming/Remediation of MALB Taint
Kevin Ker	KCMS	MALB Activity Patterns

On-Going OGWRI Projects

Researcher	Organization	Project Title
Isabelle Lesschaeve	VIRC	Consumer Perceptions of Quality
Wendy McFadden	CCOVI	Sour Rot
Wendy McFadden	OMAFRA	Grape Berry Moth
Debbie Inglis	CCOVI	Practices to Optimize Winter Hardiness

Current Research Project

Grape Berry Moth Research

- Create Grape Berry Moth development model to fine-tune spray applications.
- Evaluate cultural or chemical methods to alter microclimate and/or canopy to reduce GBM activity.
- Examine mating disruption processes and their effectiveness in the vineyard.

Current Research Project

Consumer Perception Research

- Identify critical psychological and sensory factors determining consumer purchases.
- Investigate Ontario consumers' purchasing knowledge pertaining to Ontario wines.
- Explore consumers' perceptions and preferences for buying and consuming local, organic or sustainable wines in relation to price, sensory experience, and region of origin.

OGWRI Project Funding

- To date OGWRI has allocated over \$500,000 industry dollars to industry-lead research projects.
- OGWRI funding has leveraged over \$2,700,000 in additional funds for industry research.

OGWRI Project Funding



*Thank
You!*