

VQA Ontario – News & Tips — December 2016

ONTARIO WINE AND GRAPE INDUSTRY PERFORMANCE STUDY

The completed survey is due no later than Friday, December 9th.

Your winery received an emailed invitation to participate in the Ontario Wine and Grape Performance Study in late October. If you have completed the survey – thank you!

The Ontario government requires you to complete this survey if your company receives or intends to receive funding under the VQA Wine Support Program or the Marketing and Vineyard Improvement Program. If you do not complete the survey, your winery will not be eligible to receive funding under these programs.

If you did not receive the invitation and login information or are having difficulty completing the survey, please contact us or Deloitte directly for assistance.

ontariowinestudy@deloitte.ca

For general information about the study, please see the 2016 edition of the report at <http://www.vqaontario.ca/AboutVQA/News#News>.

LATE HARVEST AND ICEWINE GRAPE REGISTRATION – ENTER YOUR HARVEST INFORMATION

Don't forget to record all your harvest data when you harvest grapes for Icewine and late harvest and enter this information into VQA Ontario's online Icewine monitoring registry at <https://office.vqaontario.ca/vqaservices>. For each harvest batch, you will need to record the date, time, ambient temperature at harvest, actual (weighed) tonnes and the volume of the juice. You will also need the brix reading as tested by McKibbin and Associates. More information can be found at <http://www.vqaontario.ca/Regulations/Processes> under the Late Harvest/Icewine tab.

SEMINAR SERIES – WHAT YOU NEED TO KNOW ABOUT VQA, AGCO AND LCBO RULES

VQA Ontario, the Alcohol and Gaming Commission and LCBO have joined together to offer a comprehensive seminar on regulations that apply to wineries. The seminars will cover:

- Your responsibilities as the holder of a Manufacturer's Licence
- Rules for selling in winery retail, tied-house, farmer's markets and grocery
- The VQA checklist – is it eligible, what goes on the label?

- Tips on using VQA Ontario's online systems for wine approvals, export certificates, wine transfers
- How to prepare for your audit
- Paperwork – completing the monthly sales reports

A seminar will be held in each primary appellation (mark your calendar):

- **Lake Erie North Shore** - Wednesday, January 18, 2017 (Sprucewood Shores)
- **Prince Edward County** - Friday, January 20, 2017 (Casa Dea)
- **Niagara Peninsula** - Monday, January 23, 2017 (Chateau des Charmes)

These seminars are open to all winery employees, including non-VQA wineries (start-ups, virtual wineries, fruit wineries). We encourage you to send the appropriate administrative and operational staff to attend all or any part of the seminar that is relevant to their duties.

Pre-registration is required.

TIPS OF THE MONTH

FOR WINERIES THAT OFFER MULTIPLE BRANDS THAT ARE DIFFERENT FROM THEIR CORPORATE NAME

Many wineries produce and label wines using operating as names or virtual brands instead of their legal winery name. VQA Ontario has updated our online wine approval application to include this information. Going forward, it is no longer sufficient to simply submit a label with a different name! If you use a winery brand other than the name on your VQA membership and your legal name does NOT appear anywhere on the label, you will need to set up these brands and assign them to individual wines on the approval application.

This feature was introduced to support the development of a publicly accessible, searchable database of all VQA approved wines so consumers can look up VQA wines by winery or by brand. The public search feature is set to be launched in mid-2017 so it will be important for you to keep these up to date to ensure your VQA wines appear when searched.

New brands must initially be entered by the winery via the edit profile page. Once added, the brands will appear on the dropdown list on the Wine Approval application wizard. Instructions for using the branding feature will appear when you begin a new wine approval application. Please call us if you have any questions.

Happy Holidays!

VQA Ontario wishes you and your families a happy and safe holiday and all the best for the new year!

Please note that the VQA office will close at 4:00 pm on December 23, 2016 and reopen at 7:30 am January 3, 2017. Normal operations at the tasting panel and laboratory will resume on January 3.

If you wish to have your wine samples in the queue for the first week of January, please get them to the LCBO no later than December 27. Samples will be processed on a first-come, first served basis.