

VQA NEWS & TIPS – OCTOBER 2017

HARVEST: BRIX MINIMUMS AND LABELLING DECISIONS

Don't forget that the brix minimums are higher for appellation designated wines than for "Ontario" designated wines. You might need to pay close attention to meeting brix minimums this year if you want to make sure wines do not have to be declassified to Ontario.

A quick reference chart VQA brix requirements is attached.

PRE-REGISTRATION REMINDER: ICEWINE

Grapes left on the vine beyond November 15 that are destined for Late Harvest Wines or Icewines must be registered with VQA Ontario. This is done online via VQA Ontario's secure website at <https://office.vqaontario.ca/vqaservices>. You must also ensure that these grapes are entered in the GGO eGrape system and have a weigh slip associated with them. All entries will be reconciled with GGO to identify reporting discrepancies. Detailed information about icewine and late harvest registration can be found at <http://www.vqaontario.ca/Regulations/Processes> under the Late Harvest/Icewine tab.

All registrations are due on November 15, 2017 and no registrations will be accepted after midnight on that date.

If you do not have an online account or cannot access your account, please contact us as soon as possible. Please forward this information to growers who are registering grapes on your behalf!

PRE-REGISTRATION REQUIRED IF YOU ARE MAKING SKIN FERMENTED WHITE WINES

Similar to Icewine, you are required to pre-register your intent to produce skin-fermented white wines. The grapes must be registered using VQA Ontario's secure website at <https://office.vqaontario.ca/vqaservices>. Online registration will be available until November 15 for this year's harvest. Please call us if you have any questions.

CALLING ALL LAKE ERIE NORTH SHORE WINEMAKERS – WINEMAKERS FORUM

VQAO will be sponsoring a Winemakers Forum in Lake Erie North Shore in early December. Please stay tuned for more details.

ONTARIO WINE AND GRAPE INDUSTRY PERFORMANCE STUDY

VQA Ontario and Deloitte are conducting the third annual Ontario Wine and Grape Performance Study beginning in late October. Watch your inbox for more information and an invitation to participate. This study is part of the Ontario Government's Wine and Grape Strategy and is aimed at assisting wineries in identifying opportunities to maximize business performance as well as enhancing government's understanding of the impact of its programs.

The 2017 edition of the report is available at <http://www.vqaontario.ca/AboutVQA/News#News> . Have a look and see how your business numbers stack up against your competitors.

HOW TO GET THE MOST OUT OF THE STUDY

PARTICIPATE!

The survey will be open to all wineries and growers starting Friday October 27, 2017. A username and password will be assigned to you by our partners at Deloitte, and you, or your designated employee will have access to the survey, online for six weeks. The survey will close on Monday Dec. 11, 2017. If at any time you require technical support or have questions, please don't hesitate to get in touch with Katherina at Katherina.radcliffe@vqaontario.ca or Deloitte at ontariowinestudy@deloitte.ca .

Deloitte will be sending login credentials directly to the individual on the VQA mailing list. Should you wish to reassign the login ID to someone else in your organization, please provide VQA with that individual's name, position and email address by Oct 20th.

REVIEW

Take a look at last year's study, [Year Two](#) Or the study from [Year One](#). They are both available [online](#). This will give you an idea of how your survey data will ultimately be used to create a benchmark of the industry.

COMPARE

Take a look at the Income Statement on page 7. Review the Balance Sheet on page 12. Imagine an invisible column, where you plug in your own numbers and see how you compare to your segment in categories that matter like Sales, Equipment, and Vineyards. Take the time to compare yourself to the industry benchmarks provided in the study.

ASK QUESTIONS

Not sure how to view the report? Have a question or comment about the survey or the study findings? Great! Reach out to us. You can contact Katherina directly! Katherina.radcliffe@vqaontario.ca
We always love to hear from you.