

VQA ONTARIO
Ontario's Wine Appellation Authority
NEWS & TIPS AUGUST 2020

AGM REMINDER – AUGUST 13, 2020

Please join us for the 2020 Annual General Meeting of VQA Ontario held on **August 13, 2020**, beginning at 10:00 a.m. The meeting will be held virtually via Zoom.

A report on VQA Ontario's activities will be presented along with financial statements. Time will also be made available for winery members to raise issues of interest or concern at the meeting.

Please register using the following [link](https://zoom.us/webinar/register/WN_M-wknXVoTcuBryKeX0IDsg) https://zoom.us/webinar/register/WN_M-wknXVoTcuBryKeX0IDsg and feel free to contact me if you would like further information or have any questions.

ANNUAL REPORT - Now available at [link](#).

CHANGES TO THE SHIPPING FORM FOR VQA APPROVALS

You may have noticed that the application fee no longer appears on the VQA shipping form. This is part of ongoing upgrades to our accounting system that require all payments to be matched to the invoice (not the shipping form!). Because the shipping form is not a static document and is regenerated each time it is accessed, it cannot be used for accounting purposes. Each application generates an invoice that can be found on your "Invoices" page. Please make all your payments based on a VQA-generated invoice rather than the approval shipping form or J10 to ensure payments are matched to invoices.

If you are not the person within your company responsible for Accounts Payable, please help us by forwarding this information to the appropriate person. If you have any questions or need assistance, please don't hesitate to contact us.

EFFERVESCENT WINE – CATEGORY REFRESHER

Effervescent Wine is a distinct category within the VQA Ontario Regulation 406. It does not fall under the Sparkling Wine category. Here are the key attributes of the category and everything you need to know to get your Effervescent Wines approved!

PRESSURE – the Effervescent Wine category includes wines that have spritz, but not enough pressure in the bottle to qualify as a Sparkling Wine. The pressure requirement is 2-3 bars. And of course, the effervescence in the wine must be naturally occurring – derived from a first or second fermentation – no artificial or forced carbonation is permitted.

BRIX – these wines are not Sparkling Wines, therefore, the [Minimum Brix Requirements](#) apply to these wines. Make sure that all grapes used in these wines meet the minimum Brix threshold for the

appropriate variety and appellation, either provincial (VQA Ontario) or viticultural area (all others, including sub-appellations).

ALL OTHER VQA RULES APPLY – the wine shall be produced from fresh grapes from one of the varieties listed in Appendix B, the grapes shall be grown within a geographical indication, the wine shall have an alcoholic content not less than 7.0% and not greater than 14.9% by volume, etc.

For more information, you can view Regulation 406 in its entirety here:

<https://www.ontario.ca/laws/regulation/000406>

If you have any other questions please contact [Katherina Radcliffe](#) or other VQA Ontario staff. We are always happy to hear from you.

CERTIFICATE OF ANALYSIS FOR LCBO VS. CERTIFICATE OF ANALYSIS FOR VQAO

VQA Ontario has received the following clarification from the LCBO. As wineries are aware, the LCBO requires an annual Certificate of Analysis (COA) for all listed products. If the vendor does not supply an acceptable COA, the LCBO Quality Assurance (QA) Department will conduct the testing and charge back the vendor for the analysis. The analysis is good for one year. Please note that all analyses completed on behalf of VQA Ontario are paid for by VQA Ontario and can only be used for VQA Ontario purposes. The LCBO conducts annual audits of all products sold through its channels, with samples pulled directly from market for accurate representations as sold in Ontario. However, the LCBO's QA department will accept identical analyses to waive the lab fee so that vendors are not paying twice for the same analysis. In order for the QA department to know that you have already paid for an identical analysis, it is necessary to send a copy of the VQA Ontario COA provided with your VQA wine approval as proof of payment and confirmation that the products analyzed are identical.

INDUSTRY SURVEY: IMPACT OF COVID-19 ON YOUR WINERY BUSINESS

*Forwarded on behalf of Ontario Craft Wineries and the Wine Growers Ontario. If you have received this request through other correspondence, please ensure only one survey is completed per winery.

OCW and WGO asks all wineries to complete this survey to ensure they have a fair representation of Ontario's VQA wineries when advocating to all levels of government during these challenging times. Of note, this is the second joint industry survey between the Ontario Craft Wineries and Wine Growers Ontario to assess ongoing COVID-19 impacts on our sector. **The deadline to respond to this second industry survey is Friday, August 21st, close of business.**

Please note that the data collected will be kept anonymous and will NOT include identifying information, such as your company name. Here is a [link](#) to the industry survey. Should you have any questions, please contact [Richard](#) at the OCW office. Thank you for your time and attention.

WINE AND GRAPE INDUSTRY PERFORMANCE STUDY – AVAILABLE NOW!

The 5th Annual Wine and Grape Industry Performance study is now available on our [website](#). This report includes a special Five-Year Retrospective on key performance metrics for wineries and vineyards and

provides an opportunity to benchmark your business against wineries or businesses of a similar size. Please feel free to contact [Katherina Radcliffe](#) with any comments or questions.