

VQA NEWS & TIPS – AUGUST 2017

VQA ANNUAL GENERAL MEETING: RECAP

The annual general meeting was held Wed. July 26, 2017 at Viewpointe Estate Winery.

The VQA Ontario Board for the coming year is:

- Brian Schmidt (Vineland Estates) – Chair
- Louise Engel (Featherstone Estate Winery) – Vice-Chair
- Paul Kassebaum (Arterra Wines Canada) – Treasurer
- Martin Werner (Ravine Vineyard Estate Winery) – Secretary
- Greg Berti (Andrew Peller Limited)
- Jim Clark (Colio Estate Wines)
- Ken Douglas (13th Street Winery)
- Tony Elenis (Ontario Restaurant, Hotel and Motel Association)
- Bill Redelmeier (Southbrook Vineyards)
- Mary Shenstone (Government of Ontario)
- Paul Speck (Henry of Pelham Family Estate)
- Dan Sullivan (Rosehall Run Vineyards)
- Kevin Watson (Grape Growers of Ontario)

The VQA Ontario 2017 Annual General Report is available online at <http://www.vqaontario.ca/AboutVQA/AnnualReports/2017/Overview>

NEW CATEGORY: SKIN FERMENTED WHITE WINE

As of July 1, the newest category, called *Skin Fermented White* wines, is open to winemakers across the province who want to push the envelope and experiment with this increasingly popular wine style.

Here are the rules, in a nutshell.

- The wine must be made entirely from grapes that are fermented with the skins present and on skins for at least 10 days.
- The wine must be made from white or pink grape varieties.
- In addition to the usual label requirements (vintage, variety if hybrid), the words "Skin Fermented White" must appear on the front label at least 2 mm in size adjacent to the variety name.
- If no varieties are shown on the front label, "Skin Fermented White" must be at least 3.2 mm in size.
- If the wine is bottled with lees and this is declared on the label, turbidity limits will not apply for the purpose of the chemical analysis.

Don't forget to let your label designers know of the additional labelling requirements for these wines!

Starting with the 2017 vintage the intent to produce a Skin Fermented White will have to be registered with VQA Ontario no later than November 15th of the harvest year. This will be done online similar to Icewine. Winemakers, please [click here](#) to review the regulation and call VQA Ontario if you have any questions.

WINEMAKERS' FORUM – PRINCE EDWARD COUNTY EDITION

The next Winemakers' Forum will be held in Prince Edward County and moderated by winemaker Derek Barnett. All winemakers are welcome, from all regions and VQA members or not. Please share this with anyone you think would be interested.

Bring a bottle to share with the group. Tastings will be blind. Comments will be constructive. Ask any and all questions relating to VQA, the rules, and our Appellations.

Thursday August 24th at Karlo Estates Winery, 561 Danforth Road, Wellington ON
10 AM – 12 PM with lunch to follow.

RSVP by Monday August 21st to Katherina (katherina.radcliffe@vqaontario.ca). Attendance will be limited to the first 15 reservations.

VQA RACK CARDS – STILL AVAILABLE

The rack card is designed to support you in starting the VQA conversation with your customers in the winery or tasting room.

- It explains what VQA stands for: Origin; Quality; and Authenticity.
- It simplifies the appellation hierarchy.
- And it decodes the label of a VQA wine.

These cards are available now. For the cost of shipping, we'll send you up to 500 to help you share the VQA story, the value of our appellation system and your place in it, with your staff and customers.

Contact katherina.radcliffe@vqaontario.ca for more details or access the print-ready file on our [website](#).

MAINTAINING THE INTEGRITY OF LOCAL WINE APPELLATIONS

Remember, VQA Ontario is responsible for maintaining the integrity of local wine appellations and enforcing winemaking and labelling standards. There are 37 terms, descriptions and designations, reserved for VQA-approved wines. This means that these terms must not be used to label or describe wine on the bottle, on the website, on any signage, or at tasting events, unless the wine qualifies to carry that term, and has been received VQA certification.

The list includes places, like Ontario, Niagara Peninsula, Prince Edward County, and Lake Erie North Shore, as well as all the sub-appellations, and styles like Vin de Cure, Late Harvest, and Icewine.

For a refresher on the list, please visit <https://www.ontario.ca/laws/regulation/000406>

Please don't hesitate to call us with any questions you might have.

VARIETAL WINES VERSUS PROPRIETARY NAME

When submitting an approval application, you must indicate whether the wine will be labelled as a varietal wine or with a Proprietary Name. If the grape variety or varieties appear anywhere on the label, it is a varietal wine and must meet varietal labelling rules. You may choose to use a Proprietary Name on the front label and include the varietal content on the back, but this is still a varietal wine for VQA classification. Only when no grape varieties are mentioned on the label should the Proprietary Name box be checked.

RESEARCH

Brock University CCCOVI Research Study

A Master of Sustainability student at Brock University, working under the co-supervision of Dr. Gary Pickering and Dr. Ryan Plummer, is surveying winegrowers from across Canada to assess their perceptions of climate change and to know more about their climate change adaptation and mitigation behaviours. For more information and to participate in the survey, please [click here](#).

HELP US IMPROVE OUR EMAIL LIST

From time to time, VQA Ontario has information to share that may be of interest to a wider winery audience. If you currently receive our emails, but are not engaged in marketing or retail, please forward our emails to those colleagues so that they can opt-in to our mailing list.