

## *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 be closed from noon on December 24, 2014 until 7:30 am on January 5, 2015. Normal operations at the tasting panel and laboratory will also resume on January 5.

If you wish to have your wine samples in the queue for the week of January 5, please get them to the LCBO no later than December 29. Samples will be processed on a first-come, first served basis.

### **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 McKibbon and Associates. More information can be found at <http://www.vqaontario.ca/Regulations/Processes> under the Late Harvest/Icewine tab.

### **STATUS OF PENDING REGULATION CHANGES**

Early in the year, VQA Ontario requested that the provincial government approve two changes to the VQA regulations:

- 1) Permitting the use of all appellations in association with non-glass containers (subject to the wine meeting other requirements for the appellation)
- 2) Creating a new sub-appellation "South Islands" for the area within Pelee Township

Both of these changes are pending the Minister's final approval. The changes related to non-glass containers have been posted on the Provincial Regulatory Registry and the comment period is now closed. We are hopeful that this rule change will be in effect early

in the new year. The second change related to South Islands has not yet been posted on the regulatory registry and we are awaiting a response from government.

A proposal to amend the rules for VQA Sparkling Wines was circulated to wineries for feedback in October 2014. This proposal generated a range of comments from winery members which will be evaluated before a decision is taken on next steps. In the meantime the existing rules continue to apply.

### **2015/2016 GENERIC VQA MARKETING PROGRAM**

VQA Ontario has issued a statement of intent to continue participating in and funding the renewed generic marketing program to promote VQA wines. Subject to continued government support of the program, VQA Ontario will provide \$250,000 in financial support to educate consumers and trade about the value and meaning of Ontario's appellations and how VQA certification contributes integrity to the appellation system.