

## VQA News and Tips — July 2016

### VQA ANNUAL GENERAL MEETING AND ELECTIONS TO THE VQAO BOARD OF DIRECTORS WILL BE HELD ON JULY 20, 2016

PLEASE JOIN US!

The Annual General Meeting of VQA Ontario that will be held on July 20, 2016 beginning at 11:00 a.m. sharp at Pond Inlet, Brock University in St. Catharines, Ontario. Registration will open at 10:30 a.m.

One Director will be elected in each size category. The following nominations have been received:

Large class winery: Paul Speck, Henry of Pelham Family Estate

Medium class winery: Jim Clark, Colio Wines

Small class winery: Louise Engel, Featherstone Estate  
Chris Colaneri, Colaneri Estate

If you wish to vote by proxy, the required form must be filed with the VQA office by 4 pm, July 18, 2016 ([download Proxy Form](#)). Audited financial statements are attached for your information.

Please email [Barbara Dodds](#) no later than July 13th to register if you plan to attend. Include your name, winery name, whether you intend to stay for lunch, and any special dietary needs if applicable.

### BENEFITS OF MEMBERSHIP: VQA SUPPORTS IMPROVED WINERY PROFITABILITY

*“VQA takes the risk out of purchase for consumers and mirrors our wineries’ commitment to provide high quality wines for Ontario consumers. To know that our whole region is held to a set of independent standards makes it easier for people to try a new VQA wine. For new wineries and new regions, this is a significant factor in getting started in the marketplaces and becoming recognized at provincial, national and international levels.”* Mike McArthur, Burning Kiln Winery

VQA establishes basic quality standards for production and VQA testing screens out excessively flawed wines, which protects the reputation of all of Ontario’s appellations. VQA Ontario facilitates sharing information through Winemaker Forums and Winery Report Cards to promote quality outcomes. The success rate of VQA wine approval submissions has improved from 80% to 97% over the past decade.

The VQA Act regulates the use of 37 different terms to ensure truth in labeling. This means that appellation terms can only be used in a wine meets the standards for content and quality. Enforcement of these rules creates a level playing field for wineries and transparency for consumers. Most importantly, VQA standards, testing and label integrity protect the reputation of Ontario's wines of origins.

Wine consumers now associate a higher value with VQA wines that offer a distinct sense of place.



## TIPS FOR THE MONTH –

### 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.

### 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.