

## VQA News and Tips — May 2018

### SAVE THE DATE – ANNUAL GENERAL MEETING

Please plan to join us at Niagara College for our Annual General Meeting on Thursday, July 19, 2018 at 11:00 AM. The formal portion of the meeting will be followed by a lunch and a social event.

### BY-LAW AMENDMENTS FOR RATIFICATION AT THE ANNUAL MEETING

The Board of Directors of VQA Ontario has approved a bylaw amendment for the purpose of ensuring regional representation among elected representatives on the Board of Directors. This amendment does not change the current makeup of the Board but strengthens the language in the Bylaw to prevent a conflict between business size and regional requirements.

The amended bylaw:

- Retains the requirement for at least one Director drawn from each primary region (Niagara Peninsula, Lake Erie North Shore, Prince Edward County)
- Retains the overall balance of 3 Directors from each winery size classification (small, medium, large)
- Establishes an order of selection to allow the regional seats to be filled first

The full text of the amended section will be circulated with the AGM materials in early June. This can also be obtained upon request from the VQA Ontario office.

The amended bylaw requires ratification by a vote of at least two-thirds of the eligible voting members present at the Annual General Meeting to be held on July 19, 2018. The amendment must also be approved by the Minister of Government and Consumer Services before it can take effect, therefore elections held at the 2018 Annual general Meeting will be governed by the bylaws currently in force.

### HELP US PLAN FOR THE FUTURE: VQAO MEMBER SURVEY IN MARKET MAY 7

The VQA Ontario Board of Directors is looking for input from winery members and industry stakeholders to shape our future strategic planning. Please watch your in-box for an invitation to complete a member survey delivered by Transform Management Consulting Inc. The survey is short (5-10 minutes) and your feedback will be very valuable in setting direction for VQA Ontario. The survey will be available from May 7<sup>th</sup> – 18<sup>th</sup>. If you have any questions, please don't hesitate to contact Laurie Macdonald at [laurie.macdonald@vqaontario.ca](mailto:laurie.macdonald@vqaontario.ca).

### CALLING ALL PET NAT PRODUCERS!

Join us for a special Winemakers Forum. Several of these wines have already received VQA approval and this is your opportunity to collaborate with your fellow winemakers who are experimenting with this wine style in Ontario. Find out how these wines fit into VQA and share your thoughts on how to increase your chances of success with this style!

This event will be held on Wednesday May 30<sup>th</sup>, in downtown Toronto to accommodate producers from across the province. Lunch will be provided by VQA Ontario. For more information or to register, please contact Katherina at [katherina.radcliffe@vqaontario.ca](mailto:katherina.radcliffe@vqaontario.ca)

## CONJUNCTIVE LABELLING – UNLOCKING THE VALUE IN YOUR APPELLATION

A recent panel discussion on appellation labelling addressed how using specific appellations can support higher pricing for quality wines. As a result, we have had many questions about how conjunctive labelling (using a sub-appellation in addition to a regional appellation) can be used on your labels to provide more information for consumers. Labelling rules allow you to reference all terms that the wine qualifies for – if it qualifies to use a sub-appellation, it can be labelled with the sub-appellation and a regional appellation and/or Niagara Peninsula at the winery's discretion. You must choose only one to be bracketed by the VQA letters.

For example, a wine that qualifies for the Four Mile Creek sub-appellation could be labelled VQA Four Mile Creek VQA, with Niagara Peninsula or Niagara on the Lake written beneath it. For more details or to explore this option more fully, don't hesitate to contact Barbara Dodds, [barbara.dodds@vqaontario.ca](mailto:barbara.dodds@vqaontario.ca) or Katherina Radcliffe, [katherina.radcliffe@vqaontario.ca](mailto:katherina.radcliffe@vqaontario.ca)

## KNOW YOUR OBLIGATIONS – SALES

It is the producer's responsibility to ensure compliance. Be familiar with the rules that apply to the wine you are making and selling!

### **Sales**

- Do not offer any wine for sale using VQA terms unless it is approved (and you see four green check marks in the online wine approvals database).
- Do not advertise wine using VQA terms before it is approved unless you include a disclaimer that it is not approved and not yet available for sale.
- Have internal controls to prevent your staff from shipping or stocking VQA wine before the approval is confirmed.