

VQA NEWS – NOVEMBER 2017

PRE-REGISTRATION DEADLINE: **NOVEMBER 15** FOR ICEWINE AND SKIN FERMENTED WHITE

NEW: Recently approved rules require you to pre-register your intention to make skin-fermented white wines at the time of harvest. Proof of pre-registration will be required when you submit these wines for approval.

All pressed juice destined for Skin Fermented White wines must be registered with VQA Ontario at crush and not later than November 15. Grapes left on the vine beyond November 15 that are destined for Late Harvest Wines or Icewines must also be registered by November 15. In addition, you must ensure that these grapes are entered in the GGO eGrape system and have a weigh slip associated with them. All entries will be reconciled with GGO to identify reporting discrepancies. More detailed information about Icewine and Late Harvest registration can be found at <http://www.vqaontario.ca/Regulations/Processes> under the Late Harvest/Icewine tab.

All registrations are due on November 15, 2017 and no registrations will be accepted after midnight on that date.

Registration is done online via VQA Ontario's secure website at <https://office.vqaontario.ca/vqaservices>. If you do not have an online account or cannot access your account, please contact us as soon as possible. Please forward this information to growers who are registering grapes on your behalf!

NO TASTINGS IN DECEMBER

The VQA tasting panel does not operate in the month of December and it is often very busy in the last week of November.

If you need wines approved before the new year, try to get your samples in early – before middle of November is best. Samples are handled on a first-in basis, but we may limit the number of wines a single producer can submit to ensure everyone has some access. Don't hesitate to give us a call if you need help with the process. Regular tastings resume on Monday January 8, 2018. Also note that the last intake date in 2017 for samples for full lab analysis will be approximately mid-December. More information on the schedule will be posted on the sidebar of VQA Ontario's secure website as it becomes available.

If you have an unexpected and urgent need to get a wine approved in December such as a stock out or last-minute order, please contact us as early as possible to see if an emergency tasting can be arranged. In the past, we have occasionally been able to convene an ad-hoc tasting panel subject to panelist availability.

CALLING ALL LAKE ERIE NORTH SHORE WINEMAKERS – WINEMAKERS FORUM

VQAO is sponsoring a Winemakers Forum at Cooper's Hawk Vineyards on Tuesday Dec. 5. This is a great opportunity to share your experiences/challenges with the 2017 vintage. Please contact Katherina Radcliffe, katherina.radcliffe@vqaontario.ca to reserve your spot or for more information. Pre-registration is required and will be capped at 15 participants.

BACK BY POPULAR DEMAND: TOUR THE TASTING PANEL – PEC EDITION

Monday Nov. 27, 2017

10 AM – 1 PM

Transportation will be provided to and from a location in Prince Edward County at a nominal cost (pick up location TBD).

Reservations are required and attendance will be limited to the first 20 participants. For more information or to RSVP please contact Katherina Radcliffe at katherina.radcliffe@vqaontario.ca.

ONTARIO WINE AND GRAPE INDUSTRY PERFORMANCE STUDY – ACTIVE NOW

Your winery should have recently received an emailed invitation to participate in the third annual Ontario Wine and Grape Industry Performance Study. The invitation was sent to the individual identified during last year's survey as most likely to be responsible for the financial data required.

Please check your inbox and don't hesitate to contact Katherina at VQAO

katherina.radcliffe@vqaontario.ca or Deloitte at ontariowinestudy@deloitte.ca if you need assistance or have any questions.

The completed survey is due no later than **Friday, December 8, 2017**.

This study is part of the Ontario Government's Wine and Grape Strategy and is aimed at assisting wineries in identifying opportunities to maximize business performance as well as enhancing government's understanding of the impact of its programs. The Ontario government requires you to complete this survey if your company receives or intends to receive funding under the VQA Wine Support Program or the Marketing and Vineyard Improvement Program.

The 2017 edition of the report is available at <http://www.vqaontario.ca/AboutVQA/News#News>. Have a look and see how your business numbers stack up against your competitors.

HOW TO GET THE MOST OUT OF THIS STUDY? PARTICIPATE!

BENEFITS OF MEMBERSHIP: CONSUMER CONFIDENCE

The VQA regulated appellation system provides a solid foundation to help consumers choose authentic wines of origin and quality. VQA appellations provide label integrity for consumers and protect you from misleading label claims that could damage your regional identity and reputation. Besides communicating specific local origin to consumers, appellation labelling embeds an important cue for quality. VQA quality standards back up our regional branding and give consumers confidence to choose Ontario wines.

VQA is a consumer brand that was created and championed by industry as a strategy for growth based on quality wines of origin. Now as a regulated appellation system, VQA continues to be collectively owned and managed by you, our winery members. We encourage you to stay engaged by giving us feedback on the system to make sure we have it right. If you have any comments or questions about the VQA system, please call us. In the meantime, leverage the value you have built in VQA by supporting your brand with your regional identity (appellation) and the quality assurance that VQA certification adds for your consumers.