

VQA Ontario Newsletter — October 2014

LATE HARVEST AND ICEWINE GRAPE REGISTRATION – NOVEMBER 15 DEADLINE

Grapes left on the vine beyond November 15 that are destined for Late Harvest Wines or Icewines must be registered with VQA Ontario. This is done online via VQA Ontario's secure website at <https://office.vqaontario.ca/vgaservices>. You must also ensure that these grapes are entered in the GGO SETGO system and have a weigh slip associated with them. All entries will be reconciled with GGO to identify reporting discrepancies. 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, 2014 and no registrations will be accepted after midnight on that date.

If you do not have an online account or cannot access your account, please contact us as soon as possible.

RESTRICTIONS ON THE USE OF TRADEMARKS "VQA" AND "ICEWINE"

VQA Ontario regulates the use of the terms "VQA" and "Icewine" in Ontario under provincial VQA legislation. These terms are available for use to describe finished wines that complete the VQA certification process. The use of both of these terms is also restricted under federal trademarks that are owned and controlled by the Canadian Vintners Association (CVA). Under an agreement between CVA and VQA Ontario, the CVA permits the use of the terms by VQA wineries in association with wines that are certified and approved by VQA Ontario.

Although VQA Ontario monitors the origin and harvest of grapes that are intended for use in VQA wines, it is important to note that grapes and juice are not certified by VQA Ontario. We are aware of several instances where both "VQA" and "Icewine" have been used to describe juice and non-VQA wine that is offered for sale to third parties that are not VQA wineries. This is not an authorized use of the trademark and therefore may be subject to litigation.

If you are a winery or grape grower that is selling a wine made from grapes or juice registered with VQA but the wine is not yet approved, you may not use the terms "VQA" or "Icewine" to describe your product. The only exception to this would be for a VQA winery selling wine to another VQA winery using the descriptor "VQA-eligible".

If you are selling grapes or juice to any customer other than to a VQA winery, you may not use the terms, including descriptors such as "VQA-tested", "VQA-registered" or "VQA-monitored" that may imply the product is VQA approved or certified.

A fundamental value of the VQA system is the testing and certification of the finished product before it is delivered to the consumer with the VQA label. In order to preserve the integrity of both the VQA brand and of Icewine, and to combat counterfeiting and fraud, we will be encouraging the CVA to ensure these terms are restricted to regulated and authorized use only.