

Vintners Quality Alliance Ontario



VQA ONTARIO NEWS & TIPS November 2018

BENCHMARKING STUDY

The Ontario Wine and Grape Industry Benchmarking Study is now in-market. Please check your inbox for your invitation to participate! If you received an email invitation but are not the best person to complete the survey, please help us by forwarding the invitation to the appropriate person. The deadline to complete the survey is Friday Dec. 7. Participation is mandatory if you receive or intend to receive MEP or Agricorp funding. Please contact ontariowinestudy@deloitte.ca or katherina.radcliffe@vqaontario.ca with any questions.

ICEWINE, LATE HARVEST AND SKIN FERMENTED WHITE WINE REGISTRATIONS – NOV 15

You must register your intention to make Icewine, Late Harvest and skin-fermented white wines at the time of harvest and not later than November 15. Proof of registration will be required when you submit these wines for approval. Only those registered grapes will be selectable as valid components on the online system when creating a new approval request.

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 www.vqaontario.ca/Regulations/Processes under the Icewine/Late Harvest/SFW tab.

All registrations are due on November 15, 2018 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 - LAST TASTING IS NOVEMBER 28!

Please note that the tasting panel does not operate in December. The last scheduled tasting for 2018 will be WEDNESDAY NOVEMBER 28th!

If you have an urgent need to complete a wine approval – eg. stock out – please inquire about an emergency panel. This may be possible depending on scheduling at the LCBO. Contact Kaitlin at Kaitlin.wilson@vqaontario.ca

PROPOSED REGULATORY CHANGES – COMMENT PERIOD ENDS DECEMBER 15

VQAO is consulting on 4 proposed regulatory changes. Your feedback is important to help us make an informed decision. Please send your comments on all or any of these proposals by **December 15, 2018**.

A detailed description of the proposals and background is included in the attachment and can also be found on our website at <http://www.vqaontario.ca/Resources/Industry>

In brief, they are:

1. Add Marquette to the list of permitted hybrid grape varieties.
2. Expand the list of permitted grape varieties for use in wines labelled with “Ontario” origin to include all wine grape varieties that do not have significant labrusca lineage or characteristics. General rules related to hybrid content will still apply.
3. Allow the production of table wines labelled with “Ontario” origin to omit the vintage date on the label, allowing content to be a blend of vintages and making declaring the vintage date on the label optional.
4. Change VQA Ontario's corporate name from the Vintners Quality Alliance Ontario to the Ontario Wine Appellation Authority. No changes to VQA consumer-facing brand or labelling requirements.

These changes are not yet approved. Once industry feedback is received, the VQA Ontario Board of Directors will consider whether to approve the changes as proposed or revised and recommend them to the Minister of Government and Consumer Services for approval. Please note that, once recommended, the government conducts its own review and consultation.

If you have any questions, please do not hesitate to contact Katherina Radcliffe or Laurie Macdonald at the VQA Ontario office.

VQA Ontario
Tel. 416-367-2002
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USE OF VQA TERMS BEFORE A WINE IS RELEASED

The use of VQA terms for pre-release advertising will be acceptable when the wine is not yet approved if it is clearly eligible for approval and the use of terms is accompanied by a disclaimer. The following standardized disclaimer must be used:

Disclaimer - This wine has not yet been approved by VQA Ontario. The use of certain descriptive terms that are regulated under the VQA Act is subject to final testing and approval by the wine authority.

The disclaimer must appear in printed or electronic documents and media that describe a particular wine that is not yet approved. It must appear in a legible fashion in a location that is reasonably close to where the VQA terms are used. VQA terms may never be used on the labels or packaging of a wine that

is not approved and, in the event that the wine has been submitted and not approved, all references to VQA terms must be immediately discontinued in promotional materials.

Also – don't forget that all the rules that apply to use of terms on wine labels also apply to signage, advertising, websites etc. If you can't say it on the bottle, you can't say it on your website. Give us a call if you're unsure.