



# ONTARIO WINE APPELLATION AUTHORITY

## NEWS & TIPS OCTOBER 2021

### FEE INCREASE

The application fee for a VQA wine approval will be increased by \$25 from \$285 to \$310, effective November 1, 2021. The fee covers the cost of chemical analysis, sensory evaluation and label review.

This increase is due to a \$25 increase in chemical analysis fees charged by the LCBO. We continue to maintain a cost recovery approach to wine approvals testing.

The new fee will apply to all submissions where wine samples are received at the LCBO on or after Monday, November 1, 2021. Due to our automated invoicing system, you will notice an administrative adjustment for any samples where the online application was submitted before November 1 but the samples received on or after that date.

### HARVEST REMINDERS

Wishing all Ontario wineries a successful 2021 harvest! Don't forget to check before blending:

- brix at harvest meets minimum for appellation desired
- grapes are pre-registered if you intend to make Icewine or Skin Fermented White wine (before November 15)
- you are following all the rules for the Category, Appellation or Vineyard designation you plan to use.

Please take a moment to complete your outstanding approval applications – upload missing labels and make sure the fee is paid. We know you are busy around harvest and won't want this hanging over you!

### WINERY AUDIT PROCEDURES

The Appellation Authority is now conducting its audits directly. The audit scope is limited to VQA compliance. Please contact Peter Harris, [peter.harris@vqaontario.ca](mailto:peter.harris@vqaontario.ca) with all your audit questions or to schedule your VQA Audit. Please delete Peter's old LCBO email address from your cache!

### APPASSIMENTO REGULATION

New regulations for wines made from dried grapes and the use of the term "Appassimento" have been approved by the Board of Directors and forwarded to the government for approval. These rules are not yet in effect. If approved, the regulations will come into force after review and consultation by the Minister of Government and Consumer Services. Please contact Laurie Macdonald, [laurie.macdonald@vqaontario.ca](mailto:laurie.macdonald@vqaontario.ca) for more information.

## NEW! RACK CARD

The Wine Marketing Association of Ontario (WMAO) has updated the VQA Rack Card – use it to tell your appellation story! 100 cards will be sent to each winery in the coming weeks. Please contact [Madison.judson@wmao.ca](mailto:Madison.judson@wmao.ca) with any questions!

## EXPORTS TO TAIWAN

The Canadian government has recently completed negotiations with the National Treasury Association of Taiwan (NTA) to accept the APEC model certificate with an attached Certification of Analysis from LCBO to accompany wine shipments. NTA will be the regulatory body reviewing the documentation for purposes of entry, not Taiwan's border staff.

If you export VQA wine to Taiwan, you will need to download your Certificate of Analysis and the partially completed APEC certificate from the VQA Services website (Forms and Reports page for the appropriate wine approval). Complete the APEC certificate by filling in the details of the shipment and attaching a copy of the CofA. Please contact the Canadian Food Inspection Agency directly if you have questions or issues. <https://inspection.canada.ca/exporting-food-plants-or-animals/food-exports/eng/1323723342834/1323723662195>

## CALL FOR IMAGES AND VIDEO SHOWCASING ONTARIO APPELLATIONS

Over the last few months the Ontario Wine Appellation Authority has begun the process of a comprehensive refresh of our communications and educational materials, and are exploring possibility of creating digital appellation awareness campaigns over the coming years. Working with agency spark\*advocacy, we are sourcing footage (video + photo) to support this initiative.

We are looking for photos, videos, or both, from your winery or vineyards that showcase the beauty of our appellations and winegrowing regions from across the province. Imagery that communicates that there is nowhere else in the world like our appellations – a place where the soil, the slope, the sunshine, the warmth, the rainfall and the craftsmanship all matter.

If you have any assets that might fit this description and are interested in participating in our refresh, please get in touch! We are fast approaching harvest season and don't want to miss the opportunity to showcase our beautiful regions. Our focus is on appellation so non-branded images are preferred.

If you have footage that you would like to submit, please add to this dropbox link: <https://www.dropbox.com/request/lylGNY4XfcElNxiH6BMC>

## WINE TESTING COORDINATOR – AT YOUR SERVICE!

Have questions about labelling rules? Need help with the application process? Please email Tricia Ramnath, Wine Testing Coordinator, with your label and approval inquiries. She can be reached at [tricia.ramnath@vqaontario.ca](mailto:tricia.ramnath@vqaontario.ca) or at 416-367-2002.

Everything explained: See your Members Manual at [Ontario Wine Appellation Authority WINERY SERVICES GUIDE \(vqaontario.ca\)](#)