



Ontario

Ontario Farm Products
Marketing Commission

Newsletter

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Commission Takes Firsthand Look at the

It wasn't the sunny September day you would imagine if you were arranging a tour of Ontario's grape and wine industry, but despite the effects of Hurricane Helen, growers, vintners and board members met with the Commission to discuss issues and tour vineyards and businesses on September 9th.

For Commission members from a variety of agri-food backgrounds, a day touring an industry provides a valuable context to issues, strategies and objectives. A tour adds a dimension not available in a boardroom.

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Grape & Wine

INDUSTRY



Steve Fernick, Grape Growers of Ontario director, with Commission member Nick Quickert

practices that are attracting attention from fellow growers. So much so, they bestowed the title of "Grape King" on David for having the "Vineyard of the Year" in 2003/04. The Johnstons have installed trickle irrigation and are experimenting with integrated pest management techniques. Commenting on the marketing of wine, David Johnston told the Commission, "VQA is the salvation of the vineyards

of Ontario because the designation distinguishes both Ontario product and quality."

The stop at Featherstone Estate Winery also facilitated a group discussion with Grape Growers of Ontario Chair, Ray Duc and Vice-Chair, Bill George together with CEO Debbie Zimmerman.

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Commission Takes Firsthand Look at the

Grape & Wine

INDUSTRY *continued from cover*

Ontario is home to the world's 13th largest wine company, Vincor. The publicly traded company was started through mergers spearheaded by two Niagara entrepreneurs,

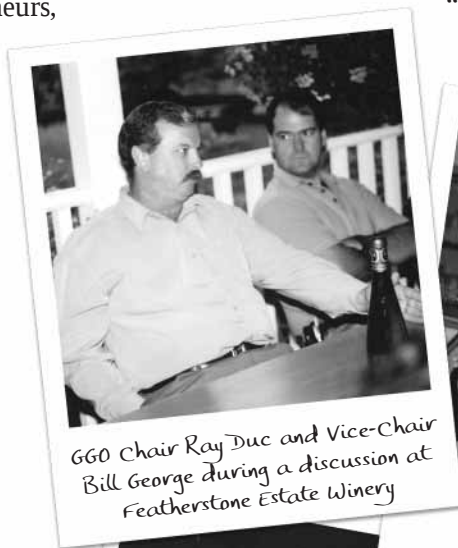
Donald Triggs and Allan Jackson in 1993.

In recent years, Vincor has pursued growth through the acquisition of wineries in Australia, New Zealand and the United States.

Vice-President, Bruce Walker, who has been with the company since its beginning, hosted the Commission's tour at two Vincor wineries, Jackson-Triggs and Niagara Cellars. Speaking of the potential of the wine business, Mr. Walker said wine consumption rises steadily among the above-40 age group and this baby boom demographic is large in all the markets Vincor is investing in.

In Canada, Vincor has the largest share of VQA sales with familiar estate-winery brands such as Inniskillin and Jackson-Triggs. According to Del

Rollo, Jackson-Triggs' Manager of Hospitality Relations, the new Jackson-Triggs winery is focused on their customers' desire to "feel, touch and taste" the winery experience.



GGO Chair Ray Duc and Vice-Chair Bill George during a discussion at Featherstone Estate Winery



Bruce Walker, Vincor V.P.



Jackson-Triggs' winemaker, Tom Seaver

Since 2002, Norm Beal, has been a member of the Ontario Farm Products Marketing Commission. Norm owns and operates Peninsula Ridge Estates Winery which is located

on the Beamsville Bench where he has planted a new vineyard and

focused attention on combining old world traditions with new world wine making technology.

After touring Peninsula Ridge, the Commission turned its attention to Ontario's grape juice sector which relies

on older, hardier grape varieties such as Concord and Niagara.

Grape Growers of Ontario director, Steve Fernick, said, "about fifteen percent of the vineyards in Niagara grow for this market." About 181 growers are involved in this segment of the market, which has been battling decline in recent years.

Mr. Fernick and fellow growers discussed their concerns for the future of their commodity with the Commission. Earlier in 2004, Grape Growers of Ontario established a special task force which is investigating strategies which may assist Ontario's juice grape industry.

The Commission's next industry tour will take place in April 2005 when the focus will turn to S. W. Ontario's greenhouse industry. ■

In 1976, the first estate winery licence since Prohibition was issued in Ontario. Who got it?

Answer: Inniskillin founders, Don Ziraldo and Karl Kaiser

OFPMC Business File

Greenhouse Chair Re-appointed

The Commission re-appointed Glen Lutz as Chair of the Ontario Greenhouse Vegetable Growers. The re-appointment extends the term to October 31, 2005.

Tender Fruit Board Review

The Commission met with the Chair and Secretary-Manager of the Ontario Tender Fruit Producers' Marketing Board to conduct a review of the Board's operations. The review concluded that the Board is in a financially sound position. It continues to represent producers in a responsible manner and the pricing methods the Board has adopted are working effectively for growers and buyers.

The Board continues to take a hands-on approach to the Plum Pox Virus eradication program which is moving into its third phase. The third phase will see some orchards removed and

replanted. In addition to concern about the livelihood of growers directly affected, the Board is also mindful of the importance of ensuring Ontario is a Plum Pox-free growing region. At present, the ability to source Plum Pox-free tree stock to replace those trees removed through the eradication program is a major initiative for growers and the Board.

Industry Meetings

Commission Vice-Chairs, Deborah Whale and George Arnold, met collectively with representatives from Grape Growers of Ontario and Wine Council of Ontario to address issues in the wine & grape industry. The Advisory Committee has been focusing their discussion on various pricing options that would meet growers' desire for collective negotiations and wineries' desire for more flexibility. The Committee is gathering information

from different marketing boards and wine-producing jurisdictions to aid in their discussions.

Negotiated Agreements

The Commission must review and pass a motion to bring negotiated agreements into force whenever a marketing board has the authority to negotiate prices and/or terms and conditions of sale for commodities listed in their marketing plan.

In September and October the Commission did this for Classes 1, 2 and 3 of grapes used in processing as well as apples used for juice.

World Trade Talks

The Commission follows world trade talks closely for their implications on regulated marketing in Ontario and Canada. The most recent update was conducted during the Commission's October meeting. ■

Upcoming Annual Meetings and Conventions 2004

Date	Organization	Location	Telephone
	Ontario Bean Producers' Marketing Board		(519) 652-3566
November 25	District 1	Shetland	
November 25	District 2	Coldstream	
December 2	District 3	Mitchell	
December 2	District 4	Seaforth	
	Ontario Processing Vegetable Growers - Annual District Meetings		(519) 681-1875
December 6	District 1	Chatham	
November 30	District 2	London	
November 29	District 3	Simcoe	

This information is provided strictly for our readers' convenience. Please note that organizations may restrict attendance to some or all of their agenda items. Please contact each organization for more information on programs, agenda items open to non-members, and location. While the Commission endeavours to ensure this information is correct, readers are responsible for confirming its accuracy with individual organizations before making any plans to attend. ■

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