

Summer 2013

# CCOVInews

A newsletter from  
the Cool Climate Oenology  
and Viticulture Institute



CCOVI

Brock University

## Partnering for a stronger industry

Although Canada's grape and wine regions can be separated by up to 6,000 km, the key issues and concerns facing growers and winemakers are the same.

That's why Brock University's Cool Climate Oenology and Viticulture Institute (CCOVI) has been working to partner with Canada's academic and industry experts to develop, and more easily transfer, solutions to the challenges they face.

"The regional knowledge and international connections each partner brings to the table will allow us to address the Canadian grape and wine industry's research needs," said CCOVI Director Debbie Inglis.

In May, Brock and Acadia University signed a Memorandum of Understanding (MoU) that will facilitate knowledge exchange and joint projects in areas across the grape and wine value chain between CCOVI and Acadia's Atlantic Wine Institute.

The Atlantic Wine Institute is a multi-institutional initiative involving Acadia, Nova Scotia Community College, Saint Mary's University, Holland College, Collège Communautaire du Nouveau-Brunswick, the Winery Association of Nova Scotia and the Grape Growers Association of Nova Scotia.

For Donna Sears, Director of the Atlantic Wine Institute, the partnership extends the spirit of collaboration and connection that is the institute's focus.



Atlantic Wine Institute Director Donna Sears and CCOVI Director Debbie Inglis toasting a new partnership Credit: Sandra Symonds

"The agreement will allow us to foster relationships with - and create connections among - researchers in one of Canada's other premiere wine regions, opening opportunities for all of our partner institutions," Sears added.

The pact with Acadia builds on an MoU signed previously between CCOVI and Agriculture and Agri-Food Canada's Pacific Agri-Food Research Centre (PARC). Pat Bowen, a research scientist with PARC, says that the alliance with CCOVI has opened a rich new channel of research collaboration and knowledge exchange with Ontario experts.

Although the MoUs represent a more formalized association, CCOVI has also been working to develop partnerships between government and industry organizations.

These coast-to-coast partnerships include 13 government and academic institutions and 25 private

sector collaborators that are spread across Nova Scotia, New Brunswick, Quebec, Ontario and British Columbia.

Research areas that the partners have identified as priorities include agriculture and economic sustainability, terroir-based wine quality in regional styles, market competitiveness and wine tourism.

This partnership comes at a time when the Canadian Vintners Association estimates that the industry contributes \$6.8 billion a year to the Canadian economy and provides more than 31,000 jobs but still has room to grow. Currently, the industry has a domestic market share of 30 per cent.

Researchers estimate that this partnership could increase the annual economic impact to \$10 billion over the next 10 years through increased wine sales, both domestically and internationally, product commercialization and tourism.

## Students for hire

Looking to hire vineyard, winery or retail staff?

Our students and graduates are skilled in winemaking, viticulture and wine business. Students in the Oenology and Viticulture (OEVI) program at Brock University are seeking jobs for harvest 2013.

To have a position posted:  
call 905 688 5550 x 4949  
or email  
amcgrath4@brocku.ca

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## Graduate student receives scholarship

Caitlin Heit, a MSc candidate in Biotechnology, is the latest recipient of the Dr. Joseph A. Peller Graduate Scholarship in Oenology and Viticulture.

The \$5,000 award is given to a student who demonstrates outstanding academic achievement and shows compassion to others.

“This scholarship has helped to relieve financial burdens,” Heit says,

“allowing me to further concentrate on my studies and research endeavors.”

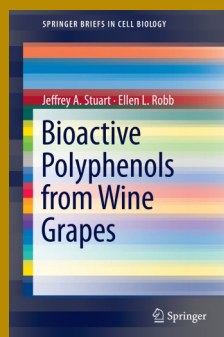
Heit is working under the supervision of Dr. Debbie Inglis. Her thesis is focused on investigating hyperosmotic stress in wine yeast during high sugar fermentations, and the impact on metabolite formation and its link to redox balance.

## CCOVI Fellow releases book

Cool Climate Oenology and Viticulture (CCOVI) Fellow Jeffrey Stuart released a new book in April, *Bioactive Polyphenols from Wine Grapes*.

Penned with his former graduate student Ellen Robb, the book examines the biochemistry, health benefits and therapeutic potential of wine grapes.

This academic text is the first-of-its-kind to provide a comprehensive overview of the subject and compiles the significant research the pair have completed.



It looks at resveratrol and similar antioxidant compounds such as pterostilbene, piceid and viniferins in grapes and then discusses the reports linking these compounds to various beneficial health effects.

## Experimenting with careers in science

The Cool Climate Oenology and Viticulture Institute (CCOVI) was pleased to once again participate in Brock University's annual Scientifically Yours event held in May. The two-day workshop is designed to encourage Grade 11 girls to continue their studies in science at the university level.

CCOVI's activity was called the "Yeast Crime" and students had to determine if one of the spoilage yeasts found in the winery infected a Chardonnay wine.

The activities gave the students exposure to what they could expect to see over their undergraduate career.

## Coming up at CCOVI

- Are you a winery getting your lab ready for harvest? Consider enrolling in our Calibrate Your Lab juice analysis workshop to test the accuracy of your equipment. Register between Aug. 15 and Sept. 3 at [brocku.ca/ccovi/outreach-services/calibrate](http://brocku.ca/ccovi/outreach-services/calibrate)
- CCOVI's annual preharvest monitoring program will start again Aug. 27. To see how Niagara's grapes are progressing visit: [ccovi.ca/preharvest](http://ccovi.ca/preharvest)
- CCOVI's wine appreciation exploring varieties class is back this fall running Mondays from Sept. 16 to Dec. 9. Learn more at: [ccovi.ca/ce/courses](http://ccovi.ca/ce/courses)
- The Niagara Wine Festival will once again feature educational sessions co-hosted by CCOVI. Educate Your Senses food and wine seminars in Montebello Park in St. Catharines on Sept. 21 and 28, at 1, 3 and 5 p.m. East vs. West: A Winemaker Showdown, a new event to the festival, will be held Sept. 22 and 29. For more details visit: [niagarawinefestival.com](http://niagarawinefestival.com)
- Wine Spirit Education Trust (WSET) Level 2 will be offered at CCOVI running Wednesdays from Oct. 9 to Dec. 4. Register at: [ccovi.ca/ce/courses](http://ccovi.ca/ce/courses)

## Triggs lecture returns

Kobus Hunter, an international viticulture expert from South Africa, has been the presenter of the 2013 Triggs International Premium Vinifera Lecture Series.

Organized by the Cool Climate Oenology and Viticulture Institute (CCOVI), the event marks the eighth in the series and the second time that it will be held in both Ontario (Aug. 21 and 22) and British Columbia (Aug. 27 and 28).

“The grapevine is an extremely forgiving entity,” Hunter says, “but with great potential for product excellence. Achieving the latter requires understanding and skill from both viticulturists and winemakers.”

The format, with vineyard visits and a public lecture allows for participants to hear more about Hunter's practical principles for increasing grape and wine quality.

To help ensure that this year's event could be held in both provinces, BASF Canada, a company that provides crop protection products to the grape industry, stepped up as a new sponsor.

“The events in Ontario and British Columbia promote innovation and excellence in a unique sector that we are proud to be associated with,” said Scott MacDonald, Horticulture Marketing Manager with BASF Canada.

The Ontario public lecture will be taped and added to the online video archive by the end of Aug.

# Wine conferences celebrate research and education

Winemakers, grape growers and academics alike went back to school this summer during three international wine conferences held at Brock University.

The conferences, the Riesling Experience, Academy of Wine Business Research Conference and the International Cool Climate Chardonnay Celebration, were an opportunity to hear from international experts, tour vineyards and learn about the latest wine research findings.

## **The Riesling Experience**

Wine enthusiasts, industry personnel and media gathered on June 11 and 12 for an unabashed celebration of Riesling.

Day one of the conference featured keynote sessions from Cornell University's Terry Acree on the sensory aspects of Riesling, Nik Weis, General Manager at St. Urbans-Hof winery, examined the ageability of Riesling and the LCBO's Kathy Cannon finished the session with a discussion about Riesling in the world market. The day ended with a tasting of Canadian and international Rieslings during a dinner at Ravine Vineyard.



## **Riesling Experience participants compare vintages during the ageability talk**

On day two, participants headed out into the field for vineyard tours with some of Niagara-on-the-Lake's pioneer growers.

## **Academy of Wine Business Research**

From July 12 to 15 the Academy of Wine Business Research (AWBR) brought their conference to Canada for the first time.

Hosted by Brock's Goodman School of Business, CCOVI, and Vineland Research and Innovation Centre, the conference welcomed over 60 academics from eight countries who gathered to discuss all aspects of wine business.

For the first time, researchers dedicated a session to the growing impact that social media is having on the wine industry. Recognizing this, panelists discussed how wineries could best use the social tools available to them.

The conference papers presented will be available online on AWBR's website.

## **Global Perspectives on Chardonnay**

The International Cool Climate Chardonnay Celebration (i4C) kicked off their third annual event at Brock on July 19 with the Global Perspectives on Chardonnay panel.

Moderated by British wine expert Stephen Spurrier, the international panel included winemakers Marimar Torres, Jacques Lardiere, Thomas Bachelder, François Morissette and local grape grower Albrecht Seeger.

The group examined ways that globalization of the wine industry has influenced the viticulture practices, winemaking decision and marketing of Chardonnay. The lively panel discussion was followed by a tasting of the panelist's cool climate chardonnays, and a question and answer period.

## **New staff members join CCOVI team**

The Cool Climate Oenology and Viticulture Institute (CCOVI) has recently welcomed three new team members.

Belinda Kemp is CCOVI's new Senior Scientist in Oenology. She joins CCOVI from a position at Plumpton College in the United Kingdom. Kemp has a PhD in Oenology and Viticulture from Lincoln University, New Zealand. She will work in tandem with viticulturist Jim Willwerth to provide research and outreach support to the industry.

Anna McGrath takes on the role of Administrative and Accounting Co-ordinator bringing with her significant experience from previous positions at



From left: Shufen Xu, Belinda Kemp and Anna McGrath

Brock and in the hospitality sector.

Shufen Xu is CCOVI's new Technologist and will run and maintain the Analytical Services laboratory and analytical resources.

Xu joins CCOVI from a laboratory manager role at Trent University.

To contact CCOVI staff visit: [brocku.ca/ccovi/about-us/contact](http://brocku.ca/ccovi/about-us/contact)

## **New crop of graduates**

Eric Humes graduated with an MSc in Biotechnology under the supervision of CCOVI Director Debbie Inglis. Humes' thesis examined methoxypyrazine removal in grape juice.

Kerrie Pickering graduated with an MA in Geography under the supervision of CCOVI Fellow Tony Shaw. Pickering's thesis looked at assessing the adaptive capacity of the Ontario wine industry to climate change.

Ellen Robb earned her PhD in Biological Sciences under the supervision of CCOVI Fellow Jeffrey Stuart. Robb's thesis looked at the cellular mechanisms of resveratrol's interaction with mitochondrial reactive oxygen species metabolism.

## Canadian Agriculture Hall of Fame to induct CCOVI advisor



Donald Ziraldo will be inducted into the Canadian Agriculture Hall of Fame

Donald Ziraldo, an adviser to Brock's Cool Climate Oenology and Viticulture Institute (CCOVI), is one of four individuals announced as the latest inductees into the Canadian Agriculture Hall of Fame.

Ziraldo is a pioneer of the Canadian wine industry, putting domestically produced wines on the map in Canada and around the world. He is being recognized as the co-founder of Inniskillin winery, the driving force behind the Vintners Quality Alliance (VQA) program and for his instrumental role in establishing CCOVI. He is a member of CCOVI's executive and advisory committee and also co-chaired the capital campaign that founded the wine institute.

"It's a great honour," said Ziraldo, "and an acknowledgement to an agriculture sector - viticulture - that takes a product from the soil, through the processing stage, packaging and creates a value-added finished product: wine.

"I believe this value-added

concept will be important to the future success of agriculture and it respects the provenance of the food farmers grow, which is very important to the consumer."

The Canadian Agriculture Hall of Fame honours and celebrates Canadians for outstanding contributions to the agriculture and food industry. The induction ceremony will be held Nov. 3, 2013 at the Royal Agricultural Winter Fair in Toronto.

"This is a well-deserved honour for Donald," CCOVI Director Debbie Inglis said. "It recognizes the pivotal role he played in shaping the current Canadian wine industry and his foresight in seeing the value that research plays in developing an industry, by establishing CCOVI."

Ziraldo was also recognized earlier this year with the Queen Elizabeth II Diamond Jubilee medal. The award recognized 60,000 extraordinary Canadians on the 60th anniversary of the Queen's ascension to the throne.

## Ontario Research and Innovation minister visits CCOVI

Ontario's Minister of Research and Innovation Reza Moridi stopped by Brock Aug. 8 to see first-hand the applied research, inventions and innovation being undertaken at the University.

The minister toured CCOVI's Inniskillin Hall and heard about the research and outreach activities that have made the institute an internationally recognized centre for grape and wine research.

Minister Moridi learned more about what Brock researchers are doing to better understand how climate change is impacting Ontario's grape and wine industry. This work is supported by a \$2.86 million grant from the Ministry of Research and Innovation's Research Excellence program.

## Publications

### Business

- Hills, S., Voronov, M. and C.B. Hinings (2013). Putting new wine in old bottles: Utilizing rhetorical history to overcome stigma associated with a previously dominant logic. *Research in the Sociology of Organizations*, 39: 99-137.
- Voronov, M., De Clercq, D. and C.B. Hinings (2013). Conformity and Distinctiveness in a Global Institutional Framework: The Legitimation of Ontario Fine Wine. *Journal of Management Studies*, 50(4): 607-645.

## Briefs

### Business

- Kettle, K. and A. Mantonakis (2013). Look for the Signature: Personal Signatures as a Cue for Quality. Academy of Wine Business Research Conference, Niagara, ON, June 14, 2013.
- Clemente, S., Dolansky, E., Mantonakis, A. and K. White (2013). The Effects of Perceived Product-Association Incongruity on Consumption Experiences. Academy of Wine Business Research Conference, Niagara, ON, June 14, 2013.