

Winter 2016

CCOVInews

A newsletter from
the Cool Climate Oenology
and Viticulture Institute



CCOVI

Brock University

Industry-driven research generating multi-million dollar impact on Ontario's economy

A new study shows that CCOVI contributed more than \$91-million and the equivalent of 307 jobs to Ontario's economy in 2014-15.

Conducted by the management consulting firm MDB Insight, the economic impact study found that investments in CCOVI's industry-driven research and education are translating into job and business growth across Ontario.

The only research centre of its kind in Canada, CCOVI's activities range from complex laboratory research to in-the-field programs that alert grape growers to imminent threats from severe weather.

CCOVI director Debbie Inglis says the economic impact is a culmination of the programs and services that the institute has developed and transferred to the industry over the past decade.

"The size of CCOVI's impact on the industry demonstrates that the institute's combination of research, outreach and education activities are not only being used, but also embraced by the industry they were designed for," she says.

Of the \$91-million overall impact, CCOVI's research programs and services contributed an annual economic impact of more than \$86 million in 2014-15.

To gauge its impact, the consultants evaluated CCOVI programs and services in seven categories: grapevine cold

hardiness, ladybugs, new wine styles, Icewine, CCOVI services, workshops and seminars, and conferences. These programs provide both knowledge and hands-on tools or processes that the industry can use.

The study directly attributed more than \$4.7 million worth of economic impact to Brock's investment in CCOVI, revenue generated from CCOVI services and government-and-industry supported research and development.

The report also highlighted that the impact of the institute's activities created 307 jobs with an estimated labour income of \$16,800,269.

The analysis showed CCOVI research programs also helped prevent crop loss and maximize the grape harvest. The study showed that CCOVI programs avoided an annual crop loss of 3,362 tonnes of grapes. This represents more than six per cent of the 2014 Ontario grape crop.

Along with quantifying the impact of CCOVI's activities, Inglis says the institute will also be able to use the significant amount of data gathered for the report as a baseline as it begins to chart its path for the next 20 years.

For Brock's senior administration, the results illustrate the importance of partnerships between universities and communities around them.

"This report highlights CCOVI's significant impact on Ontario's grape

and wine industry," says Brock President Jack Lightstone. "It shows how Brock's commitment to partnership is transforming the university's innovative research into real-life solutions that benefit communities across Ontario and Canada."

"At the heart of Brock's culture of research leadership is our commitment to co-creating new knowledge with our community partners," says Vice-President of Research Gary Libben.

"Together, we mobilize our knowledge, skills and creativity for the betterment of Niagara and beyond."

To learn more about CCOVI's impact, read the full study here: <https://brocku.ca/flipbook/ccovi/2014-2015/eia/>

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Rossana Magnotta honoured with distinguished leader recognition

Rossana Magnotta, a leader in the wine industry and a strong advocate for healthcare, was recognized as the 2015 Distinguished Leader of Brock University's Goodman School of Business.

The award honours prominent Canadian business leaders and connects the recipients with current students through the annual Distinguished Leader Lecture Series.

A vibrant visionary, Magnotta's dedication to leadership by example is powerful and has been instrumental to her success in the business world. She was selected in recognition of her leadership capabilities, entrepreneurial drive and her remarkable contributions to the community.

As founder and CEO of Magnotta Winery, Magnotta has proven her excellence in business and leadership by continually surpassing her customers' and employees' expectations.

Magnotta Winery is the third largest winery in Ontario and has expanded into several global markets. It is also home to over 180 wines and has won an array of product awards. Magnotta's commitment to increasing customers' product knowledge is exceptional and has led to a loyal and empowered customer base.

Her influence and passion for helping people extends to the healthcare field. In addition to her involvement with several area hospitals, she is the founder of The G. Magnotta Foundation for Vector-Borne Diseases, a non-profit organization that is helping to establish the nation's first research facility for Lyme disease.

On Nov. 12, Magnotta spent a day on campus speaking with students and delivering the Distinguished Leader Lecture to students, faculty and members of the Brock community.

In an open and candid session with students, Magnotta recounted how her career has come full circle, from her days as a medical laboratory technologist, to a full career as a winemaker, to now returning to the medical field in her crusade against Lyme disease.

She shared the successes from her personal and business life and talked about how fear has been a driving force in her life.

When recounting some of her pivotal moments, she spoke of fear's ability to tell you when things are dangerous and to motivate you to act.

"Each time, fear was my partner, not my enemy. When something happens in your life that really shocks you, it's a pivotal moment. You'll be faced with the most basic question: fight or flight? How you respond will depend on what's at stake. It may also depend on the people who inspire you.

"I hope that each and every one of you have a mentor in your life when you graduate. Someone that you can trust who takes an interest in guiding, teaching and counselling you through your specific career path."

Past recipients of the award include Len Pennachetti of Cave Spring Cellars, Ned Goodman of Dundee Corporation, Donald Ziraldo of Ziraldo Estate Winery and Galen Weston of Loblaw Companies Limited.

College students hear the latest appassimento research

Niagara College students taking wine chemistry had the opportunity to learn about the latest research on an emerging Ontario wine style during a recent lecture.

Jennifer Kelly, a Brock PhD candidate studying under the supervision of CCOVI director Debbie Inglis, gave a guest lecture to the students on creating a signature style of appassimento wine in Ontario.

"This project has practical applications for the Ontario grape and wine industry," Kelly said. "It is great to give students exposure to ongoing research that is supporting the industry that they are entering into."

German wine expert tours Niagara

When Dietmar Rupp, a renowned viticulturist from Germany, visited the Niagara Region last month, he left Ontario impressed by what he had seen.

Rupp, a professor at LVWO Weinsberg, visited the province to speak at the 2016 Ontario Fruit and Vegetable Convention. While here, he got a first-hand look at the local industry from Niagara winemaker Fabian Reis, a former student of his.

Although not accustomed to the amount of snow, Rupp said it was beneficial to visit Niagara vineyards and see differences in the canopy and trellis systems used here. He was also impressed by what was in the glass.

"Ontario has been known for its Rieslings and world class Icewine," Rupp said. "What I took notice of, is that the quality of the red wine was also world class."

During his visit, he toured CCOVI and noted that he was impressed with the institute's cold-hardiness work and its corresponding outreach program VineAlert.



Rupp And Reis touring Niagara

Experts Tasting returns

The Experts Tasting, one of CCOVI's marquee events, will return Friday May 6, to celebrate its 27th anniversary.

The invitation-only tasting brings together wine writers, sommeliers, product consultants and wine educators.

The 2016 event will focus on Bordeaux red varietals. The tasting will be a snapshot of the 2012 vintage with a decade-old comparison to 2002.

The VQA Promoters Awards for outstanding achievements in the promotion of VQA wine will also be presented at the tasting.

Wine Tasting Challenge winners announced

Amateur and professional wine enthusiasts gathered at the National Club in Toronto last November to put their palates to the test at the 2015 Wine Tasting Challenge.

Hosted by CCOVI, the competition was open to all professional sommeliers, food and wine industry professionals, students and wine enthusiasts. Congratulations to the 2015 winners listed below.

Professional round

Grand award winner: Daniel Lafleur

2nd place: Roger Torriero

3rd place: Stephanie Guth

Amateur round

1st place: Bob Tai

2nd place: Brendan Pennylegio

3rd place: Tara Romanyshyn

CCOVI VQA round: Ilya Senchuk

Spirit round: Ryan Corrigan

Continuing education offerings

Are you looking to increase your knowledge of wine and spirits this spring?

CCOVI's lineup of classes includes in-class and online offerings of the Wine & Spirit Education Trust Level 2 award.

These courses allow students to gain formal training from one of the most respected wine education program providers.

To register, visit: ccovi.ca/ce/

CCOVI welcomes new recruit

CCOVI is pleased to announce that Elena Genkin, has been appointed as the institute's administrative and accounting co-ordinator.

Genkin may be new to the CCOVI team, however she has worked at Brock in various administrative positions since 2009 including stints in Graduate Studies and the Goodman School of Business.

"I'm excited to join the CCOVI team and have the opportunity to support CCOVI operations and valuable research taking part here," she said.



Genkin is currently completing her MEd at Brock in the leadership and administration stream.

Stop by and introduce yourself to Elena in the main office or contact her at: egenkin@brocku.ca or 905 688 5550 x4949.

Brock team and Niagara company showcase research at Queen's Park

Could syrup that potentially fights cancer soon be coming to a supermarket near you?

This is research that a Brock University team and a Niagara-based company are pursuing. They are among university-industry partners who showcased their research at the Legislative Assembly of Ontario Wednesday, Feb. 17.

The Brock team of CCOVI Fellow Jeff Stuart and students Shehab Selim and Breanne Gillie discussed their research involving fortifying Niagara company Sweet and Sticky's Cabernet Franc and Vidal Ice Syrups.

Ice Syrup is a non-alcoholic product made from icewine grapes that is sold as a gourmet ingredient throughout the world.

The researchers are studying how to introduce resveratrol and other polyphenols extracted from grape skins into the company's products. Resveratrol, found in wine, is a molecule that research has shown to slow the growth of cancer cells and tumours.

"In Ice Syrup, the levels of resveratrol and related molecules are lower, because it's not a fermentation process," explains Stuart. "Our challenge is to increase these levels."

"With the recent bad press on sugar, this infused Ice Syrup product would actually allow the company to promote Ice Syrup as a sugar that could have the reality of being healthy for you," says Sweet and Sticky president Steve Murdza.

The research team's visit to the legislative assembly was part of Research Matters' Queen's Park Pop-Up Research Park, an annual event in which researchers from universities across Ontario showcase their work to politicians and policy makers.

Research Matters is a collaborative project among Ontario's 21 publicly assisted universities to build new bridges between university researchers and the broader public coordinated by the Council of Ontario Universities.

Lecture series shares latest research

A host of Canada's grape and wine experts are sharing their latest findings at the ninth season of the CCOVI Lecture Series.

The nine-week series got underway Feb. 3 and takes timely research out of the lab and into the hands of the grape and wine community.

All lectures are free and take place Wednesday afternoons at 2 p.m. in H313 of the Mackenzie Chown complex at Brock. For those not able to join in person, the lectures are available via live webcast and are posted online after the talk.

To watch the webcasts or view the video archive, visit:

brocku.ca/ccovi

CCOVI Lecture Series lineup

*Feb. 3: Belinda Kemp
"CCOVI sparkling wine research trials and their impact on Ontario sparkling wine quality"

* Feb. 10: Maxim Voronov and Wesley Helms

"Evangelizing for Ontario wine: When and how passion matters"

* March 2: Daniel O'Gorman
"Out of thin air: Spore trapping

and other techniques for studying grapevine trunk disease" and José Ramón Urbez Torres
"Demystifying the status of grapevine viruses in British Columbia"

* March 9: Lester Kwong
"Strategic eco-labelling and consumer informativeness"

* March 16: Debbie Inglis
"Developing Ontario appassimento wines: The impact of drying method, yeast strain and botrytis on wine quality and consumers"

* March 23: Jim Willwerth
"For the birds: Bird deterrent strategy and understanding bird activity in Ontario vineyards"

* March 30: Annette Nassuth
"Update on the identification of molecular and morphological markers for cold-hardy grapes"

* April 6: Tek Thongpapanl
"Supporting local wine in the presence of institutional adversity: The critical roles of network embeddedness, innovation orientation and market turbulence"

* April 13: Ronald Jackson
"Oak characteristics relative to barrel production"

Cuvée legacy yields scholarships

Proceeds from the 2015 Cuvée wine weekend are making a difference to grape and wine students and researchers.

Proceeds from the 2015 event enabled CCOVI to establish the Cuvée Legacy Fund. This fund has already awarded \$15,000 in academic scholarships and will contribute \$13,000 towards industry-driven research projects.

CCOVI director Debbie Inglis says that the scholarship recipients represent the future of the industry.

"The students have high academic standing, but they have also distinguished themselves through their work and activities outside of the classroom."

The following Brock students were recipients:

- Cuvée Hosting Award for Academic Excellence (\$5,000): Damian Espinase Nandorfy, fourth-year OEVI student
- Cuvée Award for Academic Excellence (\$2,500): Sebastien Savard, third-year OEVI student
- Cuvée Award for Academic Excellence (\$2,500): Emilie Jobin Poirier, Certificate in Grape and Wine Technology
- Cuvée Graduate Scholarship (\$5,000): Jennifer Kelly, PhD candidate in biotechnology

Students gain international perspective

Brock students studying winery equipment and processing benefited from hearing cross-border perspectives during a knowledge exchange held at Brock Jan. 18.

The students networked with and learned from a visiting class from Finger Lakes Community College in Canandaigua, N.Y. The exchange gave both classes an opportunity to learn about and taste wines from each other's region.

"The wines are produced in similar growing conditions," says senior lab demonstrator Steve Trussler. "The exchange gives students a chance to reflect on the historical and cultural contexts that create such different wines from similar regions."

Industry seminar to focus on sparkling wine

Ontario winemakers are invited to an industry seminar focused on sparkling wine April 14.

Hosted by CCOVI, the seminar titled "Methods for improving foam capacity and sensory modification at dosage" will be given by Eglantine Chauffour from Enartis.

The session will run from 2 to 4 p.m. in room H313 of the

Mackenzie Chown Complex at Brock and builds on the sparkling work presented at CCOVI's Fizz Club.

The seminar will cover topics such as second fermentation, strategies to modify foam capacity, and methods to alter sensory profiles of sparkling wines.

To register, email Belinda Kemp at bkemp@brocku.ca.