



Cool  
Climate  
Oenology &  
Viticulture  
Institute

Brock University

# Cool Climate Oenology and Viticulture Institute

2019-20 Year in Review



# MESSAGE FROM THE DIRECTOR

The past year was marked by tremendous successes and unprecedented challenges that provided opportunities to innovate and propel the Institute, and the industry we serve, forward.

Once again, our research, education and outreach work were recognized for giving Canada's winemakers and grape growers a more competitive edge in the marketplace. The Canada Foundation for Innovation (CFI) featured CCOVI as an example of an academic research institute helping businesses in its Research is my business partner campaign. As highlighted in the campaign, CCOVI's partnership with one local winery helped generate a 30 per cent increase in their sparkling wine sales.

Continually at the forefront of leading-edge research, CCOVI has also embarked on a number of projects which provide innovative solutions and approaches to industry problems and priorities.

In partnership with the grape and wine industry and the Government of Canada, CCOVI will play a pivotal role in keeping Canada's vineyards virus-free. The institute is serving as the national testing provider for the Canadian Grapevine Certification Network's project to develop certified vines for grape growers. CCOVI catalogues and assesses vines used for plant propagation from nurseries and grape growers across Canada, allowing for the provision of domestically certified clean plant material to the grower community to decrease the reliance on imported material.

Other research projects include the development of a next generation sequencing multiplex assay for non-regulated grapevine viruses, improving grapevine cold hardiness responses, mitigation of grapevine red blotch virus through the use of abscisic acid analogs, managing tannins in red wine production and investigating the impact of sugar and nitrogen on flavours in sparkling wine.

Our industry outreach programs also continue to be in high demand, with more than 3,400 industry and community members participating in our programs this past year. The Grapevine Virus testing lab completed more than 22,000 tests for clients and research purposes, while the Analytical Services department processed



nearly 1,000 work orders. CCOVI's commitment to community engagement also continued to be an important priority, with more than 1,600 community members participating in our programs.

As the institute has grown, our high-quality continuing education offerings have evolved to meet ever-changing demands. We offer a continually expanding range of studies in wine, spirits, cider and perry production as professional development opportunities for the industry. This year, CCOVI increased the breadth of its online opportunities, including a new WSET Level 3 Award in Wine and the first-ever online version of the Cider and Perry Production-Foundation course, which sold out its first session.

It is also clear that CCOVI, like the industry we serve, is both resilient and able to quickly pivot in the face of uncertainty and disruption. The COVID-19 pandemic brought the world to a standstill and created unprecedented challenges to the way that we conduct research, teach, serve our clients, and engage with our community. These unforeseen obstacles created opportunities for innovation. CCOVI was able to develop unique online experiences, such as a virtual Cuvée experience, and new safety protocols that allowed us to continue serving our industry and connecting with community on a local, national and international level.

We look forward to moving forward in a post-pandemic world, together with our industry partners, as we embrace new challenges and develop strategies to meet our common goals.

Best regards,

A handwritten signature in dark ink, appearing to read "Debbie Inglis".

Debbie Inglis



# 2019-20 SNAPSHOT

 **2.2 million**  
in research funding

 **3,499**  
participants in CCOVI programs or services

 **237**  
continuing education students

 **38,995**  
buds sampled for CCOVI's VineAlert program

 **22,224**  
grapevine virus tests

 **976**  
work orders processed by Analytical Services

 **10,000 Lifetime YouTube**  
views to CCOVI Lecture Series Videos

 **2,150**  
Twitter followers

 **1,193**  
Instagram followers

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# ABOUT CCOVI

The Cool Climate Oenology and Viticulture Institute (CCOVI) at Brock University was founded in partnership with industry in October of 1996 and continues with those partnerships through the Grape Growers of Ontario, the Ontario Craft Wineries and Wine Growers Ontario.

Our internationally recognized research institute is dedicated to supporting the growth of the Canadian grape and wine industry and advancing cool climate winemaking globally. CCOVI's research, education and outreach activities are based on three pillars – quality, innovation and sustainability.

CCOVI's partnerships extend to other academic communities, federal and provincial government research organizations, regional grape and wine industry groups across Canada as well as in other cool climate wine regions.

For more than twenty years, the continued support from industry partners has been critical to the growth and development of the institute.



Continued investment in CCOVI's industry-driven activities has yielded an economic return of more than

**\$91 million**

to the provincial economy each year.



# RESEARCH

As Brock University's flagship multidisciplinary research institute, CCOVI consistently demonstrates the power of partnership between industry and academia to achieve common objectives.

As the institute evolves, CCOVI continues to expand its research focus beyond the disciplines of oenology and viticulture to all aspects of the grape and wine value-chain. CCOVI's research initiatives are focused on the priorities that have been identified by the industry itself, responding to industry challenges by developing innovative solutions, identifying new growth opportunities and accelerating the commercialization of globally competitive products and services.

In partnership with two commercial grape growers, CCOVI planted the second half of the certified grapevines in St. Catharines and Niagara-on-the-Lake as part of an ongoing clone and rootstock evaluation program this year. Plant performance outputs from this research trial will inform the Canadian Grapevine Certification Network (CGCN) of the grapevine combinations that should enter its domestic clean plant program. As the CGCN's national testing provider, the Institute is providing nurseries with a head-start in providing domestically certified clean plant material to Canadian growers.

The creation of the new Validating, Prototyping and Manufacturing Institute (VPMI) at Brock University drew key lessons from the CCOVI model on serving the needs of the broader agriculture, bioproducts and chemical manufacturing industries in the area. The \$5 million investment from FedDev Ontario, coupled with Brock's investment, will fund the development of a new facility linked to CCOVI, expected to open in 2021. It will draw on the expertise within CCOVI and the scientific community at Brock to provide testing, training and analytical tools to increase the national competitiveness of the targeted sectors. The VPMI, along with CCOVI, will play an important role in supporting further economic growth in Niagara.



In partnership with industry, CCOVI researchers are also exploring quality improvements and consumer preferences in Vidal and Marquette wines, to assist the industry in gaining domestic wine market share over foreign imports in these wine categories. Researchers are also investigating ways to further improve domestic sparkling wine production and marketing of these wines.

Viticulture-focused research projects include detection and mitigation methods for invasive species such as the Spotted Wing Drosophila and Multi-coloured Asian lady beetle, evaluating a weather-based model for timing fungicide treatments and continuing with grapevine cold hardiness and sustainability initiatives linked to clone/rootstock trials using the joint CCOVI-industry research vineyards.

CCOVI's research into the development of next-generation sequencing and its application in the agriculture industry allowed the institute to translate its existing expertise in grapevine virus detection to new applications in other agricultural fields. Brock University became one of the first universities in Canada to receive a cannabis-related research and development license from Health Canada, allowing CCOVI to utilize disease diagnostics to detect and characterize virus and virus-like agents infecting Cannabis.

CCOVI's researchers will also soon be embarking on consumer behaviour research in Brock University's augmented reality, virtual reality and sensory reality consumer lab, known as the R<sup>3</sup>CL, the first of its kind in the world.



CCOVI's research continues to take an innovative approach to research projects that will help improve the quality, sustainability and growth of the Canadian grape and wine industry. The recruitment and training of highly qualified personnel to work on these industry-relevant projects trains the next generation of skilled labourers. Their involvement in conferences and publications further extends research findings to the international academic community.

## CCOVI's 2019-20 research projects are:

- Development of NGS-based multiplex assay for non-regulated grapevine viruses
- Improving cold hardiness and delaying deacclimation using long lasting abscisic acid analogs
- Mitigation of Grapevine Red Blotch virus and climate change through the use of abscisic acid analogs
- Development of a novel method for quantifying Spotted Wing Drosophila (SWD) in a monitoring program in stone fruit, grapes and berries and determination of impact of SWD on stone fruit and grape varieties
- Mitigation of infestations of multi-coloured Asian lady beetle in Ontario vineyards
- Grapevine virus diseases and virus vector control
- 100% Ontario wines from Vidal and Marquette: Quality improvements and consumer preferences
- Investigating the impact of sugar and nitrogen on Maillard Reaction-associated (MR) flavours in sparkling wine
- Redox balance in wine yeast under hyperosmotic stress and the relation to wine quality
- Improving sparkling and still wine quality; preventing high volatile acidity, honey-off flavour and other faults that reduce wine quality through natural Canadian indigenous yeast isolates
- Monitoring bud cold hardiness for the VineAlert program
- Unique cover crops, rootstocks, and irrigation techniques for Canadian vineyards
- Grapevine evaluation and cold hardiness program to ensure superior plant material for the Canadian Grapevine Certification Network (CGCN) and to improve the sustainability of the Canadian grape and wine industry
- Detection and characterization of virus and virus-like agents infecting Cannabis
- An integrative research program to improve vine health, fruit/wine quality and sustainability of the Ontario grape and wine industry
- Optimization and metabolomic characterization of a green extraction protocol for wine grape polyphenols

## PUBLICATIONS

As an industry-driven research institute, CCOVI is committed to ensuring that research is shared both academically and with local, national and international stakeholders. The institute's work is shared through the publication and dissemination of research through both proactive and reactive media relations.

Research is communicated formally through published books, book chapters and journal articles, as well as through conference proceedings worldwide. As part of CCOVI's outreach activities, researchers also share their work through participation at industry meetings, webinars, events and media interviews.

During the 2019-20 year, Brock-affiliated CCOVI researchers participated in the publishing of 1 book and 16 academic publications on a wide range of wine-related topics. In addition to the research presented as part of the 2020 CCOVI Lecture Series at Brock University, CCOVI researchers also presented their findings at 52 conference presentations around the world.

In order to further raise the institute's profile and continue knowledge transfer, CCOVI issued 13 media releases and was featured in 87 print media and broadcast news stories that highlighted the institute's research and activities.

CCOVI has also continued to utilize social media as a channel of communication and knowledge mobilization for the grape and wine industry and broader community. CCOVI increased the number of followers on its Instagram, Facebook and Twitter accounts to more than 3,500 people, which accounts for a 25 per cent increase over the past fiscal year.

## TRAINING OF HIGHLY QUALIFIED PERSONNEL

Highly qualified personnel working in CCOVI play an important role in advancing the progress of the institute's research work. CCOVI Researchers, Scientists and Fellows lead dynamic teams and lab groups that they mentor, train and develop.

The high calibre of talent in these teams is validated by the external recognition team members have received. In 2019-20, grapevine virus testing research from CCOVI's Grapevine Virologist received international recognition. The protocol published by CCOVI's Senior Scientist and his co-authors was recommended to be used in post-entry quarantine purposes as well as virus surveys on grapevines worldwide and was published by the European and Mediterranean Plant Protection Organization.

Graduate students also represented the institute at National conferences (including the British Columbia Wine Growers Council (BCWGC) Oenology and Viticulture Conference), International conferences (including the Australian Wine Industry Technical Conference) and the GIESCO Congress in Greece.

### Publications by the numbers



### Highly qualified personnel by the numbers





## AFFILIATED INSTITUTES AND INTERNATIONAL PARTNERS

As an industry-leader in cool climate wine research, CCOVI has research partners both at home and abroad. The institute's researchers further establish and develop new opportunities through the professional organizations they belong to.

CCOVI leads provincial grape and wine initiatives and works closely with national partners to address Canada's national priorities. This work takes a coast-to-coast approach, linking research and researchers from Atlantic Canada, Quebec, Ontario and British Columbia. As part of this national approach, CCOVI has formal Memorandum of Understandings to work cooperatively with Agriculture and Agri-Food Canada (AAFC), the Canadian Food Inspection Agency (CFIA) and the Canadian Grapevine Certification Network (CGCN) to advance Canada's grape and wine sector. These networks use knowledge and technology transfer of research outputs to help strengthen the \$9-billion economic impact of the sector nationally.

CCOVI Researchers, Scientists and Fellows are active members of respected professional networks such as the American Society of Enology and Viticulture, the Academy of Wine Business Research and the American Association of Wine Economists. These networks help researchers raise the profile of both the institute and their work in international academic circles while making and maintaining connections for future research partnerships.

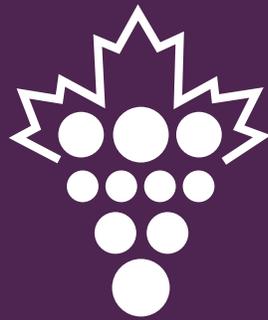
## GRANTS AND FUNDING

In 2019/20, CCOVI's innovative ideas led to the institute securing funding that will keep it at the forefront of developments in cool climate wine research. Brock researchers associated with CCOVI received \$2,230,556 in government and industry support in 2019/20.

Of that total, \$1,425,461 came from government directly whereas industry partners contributed \$552,847 in cash and \$252,248 in inkind funding, further demonstrating industry commitment to supporting the development of research solutions that support the growth and sustainability of their industry.

Over the past five years, the institute has received more than \$8.2 million in government and industry support.

Funding source	2019-20	2018-19	2017-18	2016-17	2015-16
Government funding with industry partners	\$1,307,961	\$665,419	\$2,136,198	\$407,102	\$491,268
Funding directly from Industry partners	\$552,847	\$335,659	\$320,700	\$432,560	\$251,120
Government funding without industry partners	\$117,500	\$151,500	\$62,870	\$85,610	\$85,000
<b>Total</b>	<b>\$1,978,308</b>	<b>\$1,152,578</b>	<b>\$2,519,768</b>	<b>\$925,272</b>	<b>\$827,388</b>
Inkind from partners	\$252,248	\$175,658	\$441,561		



# INTERNATIONAL COOL CLIMATE WINE SYMPOSIUM

CANADA • 2021

CCOVI's profile and strong relationships with stakeholder groups nationwide helped secure Canada's first-ever bid to host the International Cool Climate Wine Symposium (ICCWS).

Leading researchers, winemakers and grape growers from around the world were set to gather at Brock University from July 12-17, 2020 for the 10th instalment of the symposium. Due to the unprecedented risk to health and safety from the COVID-19 virus that placed Ontario (and much of the world) under a state of emergency in 2020, the decision was made to postpone the conference until July 25 to 29, 2021.

Ensuring the vitality of cool climate winemaking and grape growing in the face of changing climatic conditions will remain the focus of the symposium, and organizers look forward to bringing engaging and innovative programming to an international audience.

Conference delegates will participate in stimulating conference sessions as well as pre and post conference programming that will showcase Canada's wine regions from coast-to-coast. The full conference program can be viewed at [iccws2021.ca/program](https://iccws2021.ca/program).

CCOVI is collaborating with local and national stakeholders to showcase Canada's outstanding wine industry to the world. The keynote speaker for the symposium will be Laura Catena, who is a Harvard and Stanford trained physician, author, and the founder and Managing Director of the Catena Institute of Wine in Argentina.

To highlight Canadian cool climate Chardonnay during the conference, 12 Niagara winemakers have used grapes from two specific vineyards to produce their own unique, one-of-a-kind Chardonnays. The Great Chardo Swap involves six winemakers from east of the Welland Canal making wine from grapes grown on the west side of the canal, and six winemakers from the west side making wine from grapes grown on the east. All of the wines will be part of a grand tasting at ICCWS, and attendees will have the chance to discuss the decisions made by the winemakers at each stage of the process.

Learn more at [ICCWS2021.ca](https://iccws2021.ca)



# INDUSTRY OUTREACH

CCOVI plays a critical role in the growth and sustainability of Canada's grape and wine industry through its innovative outreach programs. This includes services that help growers and winemakers make informed decisions in their operations, as well as workshops, seminars and conferences that focus on knowledge mobilization.

In 2019-20, 1,843 industry professionals took part in or utilized CCOVI's outreach programs and services and even more took advantage of the institute's online resources. In early 2020, CCOVI quickly adapted to the challenges of COVID 19 by developing online programming and mitigation strategies for reopening in order to reduce the impact on services offered to the industry.

Through close collaboration with the industry, CCOVI continues to develop and adapt its programs and services to meet the changing needs of that industry.



## Industry members participation in CCOVI outreach activities

Outreach activity	2019-20	2018-19	2017-18	2016-17	2015-16
Workshops and seminars	857	472	492	713	510
Conferences	350	350	350	350	350
Outreach services	636	572	510	505	325
<b>Total participants</b>	<b>1,843</b>	<b>1,394</b>	<b>1,352</b>	<b>1,568</b>	<b>1,185</b>

## ANALYTICAL SERVICES

CCOVI's Analytical Services lab is a full-service facility that offers a wide range of standard analytical services to the grape and wine, cider, beer and distillery industries. The juice, wine and alcoholic beverage analysis lab fills a void in available services in Canada and provides clients with timely service at competitive rates.

CCOVI also conducts research projects for clients, utilizing the institute's expertise to help analyze client data and assist in project design in a confidential environment.

Along with providing support to CCOVI researchers, the department also acts as the third-party dispute resolution facility for grape analysis at harvest on behalf of the Grape Growers of Ontario.



### Analytical Services by the numbers

Harvest season	2019-20	2018-19	2017-18	2016-17	2015-16
Number of work orders	976	941	835	751	567
Number of customers	136	128	110	134	99

## PREHARVEST MONITORING PROGRAM

CCOVI's wine grape Preharvest Monitoring tracks the progress of Niagara's harvest. Using data obtained at four sites per variety across the Niagara peninsula, the program tracks key fruit ripeness indicators for Chardonnay, Riesling, Pinot noir, Cabernet sauvignon and Cabernet franc. This data is made readily available to the industry through an interactive online database ([ccovi.ca/preharvest](http://ccovi.ca/preharvest)) that allows users to compare varieties and vintages at different sites across the region. This allows users to put the data into context by comparing current numbers to previous harvests to make informed vineyard management decisions.

During the 2019 harvest, the database received 1,313 page views with people in 12 countries checking in to see how Niagara's harvest was progressing.

Preharvest monitoring	2019-20	2018-17	2017-16	2016-15	2015-16
Database page views	1,313	1,120	2,273	1,945	1,658
Number of countries	12	27	14	17	38



## VINEALERT

VineAlert is one of the institute's flagship outreach programs and operates in collaboration with the Grape Growers of Ontario and Ontario Grape and Wine Research Inc.

It tracks the cold hardiness of grapevines throughout the dormant period in the province's three designated growing regions: the Niagara Peninsula, Lake Erie North Shore and Prince Edward County. That data is then used as an early warning system that alerts growers to turn on wind machines or take other precautionary measures in order to mitigate potential damage from extreme weather events.

The alert system has 472 subscribers that generated 7,637 page views of the program's data in 2019-20. In addition to assisting Ontario growers, the online cold hardiness database ([ccovi.ca/vine-alert](http://ccovi.ca/vine-alert)) has been of interest to researchers and growers around the world, with users in 32 countries looking at VineAlert's data.

VineAlert was selected by the Council of Ontario University's Research Matters campaign in 2016 as one of 50 'game-changing' research partnerships between industry and universities. This recognition, and the overall success of the VineAlert program, illustrates how CCOVI's strong industry partnerships advance research and innovation while simultaneously overcoming challenges identified by the industry.

### VineAlert statistics

Winter	2019-20	2018-17	2017-16	2016-15	2015-16
Database page views	<b>7,637</b>	11,270	11,963	11,077	14,713
VineAlert subscribers	<b>472</b>	444	400	371	226
Number of countries	<b>32</b>	36	33	61	82

### VineAlert by the numbers

**472**  
subscribers

**7,637**  
database page views

**38,995**  
buds tested for VineAlert  
during the winter of 2019-20

## GRAPEVINE VIRUS TESTING

Grapevines are susceptible to many virus and virus-like agents that can negatively impact the health and quality of grapevine and its products. Detection is a first-step in the management of grapevine virus diseases.

CCOVI offers highly sensitive and accurate molecular virus diagnostics through its virus testing services to help manage the health status of grapevines. CCOVI operates the national testing platform for the Canadian grape and wine cluster program funded through the Agriculture and Agri-Food Canada's Canadian Agricultural Partnership program administered through CGCN. In 2019-20, more than 22-thousand grapevine virus tests were performed at CCOVI.

Our ongoing research and testing assist in the management of these diseases through dissemination of science-based knowledge, innovation, and collaborations to serve the Canadian grape and wine industry.

## Virus Testing statistics

Grapevine Virus Testing	2019-20	2018-19
Number of samples	7,731	8,090
Number of Virus Tests	22,224	27,111
Number of clients	28	29



## CONFERENCES

In collaboration with industry partners, CCOVI continued to develop educational sessions as part of the International Cool Climate Chardonnay Celebration (i4C)'s School of Cool in Niagara-on-the-Lake. The annual event attracted 350 industry and media participants from across Canada and around the world. CCOVI also executed the "What Kind of Cool Are You" sensory tasting experience at the Cool Chardonnay World Tour event.



## FIZZ CLUB

Fizz Club, a networking group for sparkling winemakers organized by CCOVI, drew 41 winemakers from across Canada to its annual exclusive event at Brock. The national event is an opportunity for winemakers to openly discuss sparkling wine production, issues and the latest research. In the seventh season of Fizz Club, all of the wines tasted were made from non-traditional sparkling wine grapes, including Riesling, Pinot Gris, Gamay, a blend of varieties out of Québec and a unique Canadian sparkling wine made from Cabernet Franc.

Fizz Club also had a national and international presence this year, with a group of 28 winemakers embarking on a five-day technical tour of English wineries in June: Hush Heath Estate Winery, the Chapel Down Winery Estate, and Gusbourne Estate, in Kent; Ridgeview Winery, Rathfinney Estate, and Fox and Fox in East Sussex; Hattingley Valley and Hambledon Estate Winery in Hampshire; Wiston Estate and Bluebell Vineyard & Winery in West Sussex. The first-ever Fizz Club meeting in British Columbia was also held this year with just over 30 sparkling winemakers in attendance, along with a meeting in Tasmania with 30 Australian sparkling winemakers.



CCOVI's workshop's, conferences and lectures facilitate knowledge translation and technology transfer by connecting industry partners to experts who speak about timely and relevant topics.

## WEBINAR SERIES IN VITICULTURE

In partnership with The Grape Growers of Ontario, CCOVI developed a new digital webinar series in viticulture in 2019. Shot in the media studio at Brock University as well as on location in vineyards across Niagara, the series examines timely topics with CCOVI's viticulture experts to bring learning and technology together. Three webinars were launched this year (Virus Testing, The Importance of Crop Yield Estimation and the Economics of Crop Management during COVID-19), and the videos amassed more than 300 views from the industry. More videos will follow in the future, with topics catering to both new and experienced growers.

BRINGING LEARNING AND TECHNOLOGY TOGETHER



Brock University



Grape Growers  
of ONTARIO

## TRIGGS LECTURE SERIES

The 2019 Triggs Lecture Series drew more than 200 grape growers and wine industry professionals together for four days of learning in the vineyard and the classroom. The biennial series is a national event and took place over a four-day span in August in both Ontario and British Columbia. Vaughn Bell, Senior Scientist at the New Zealand Institute for Plant and Food Research was the featured speaker. He spoke about vineyard health and disease pressure while also fostering collaborative and strategic discussions between industry attendees to further advance and grow the industry on a national level.

Ontario



British Columbia



## CCOVI LECTURE SERIES

The 2020 CCOVI Lecture Series ran from January to April and featured seven lectures presented by CCOVI Researchers, Scientists, Fellows, Professional Affiliates and their collaborators. Topics spanned the entire grape and wine value chain ranging from research on the diagnosis of grapevine virus diseases to native yeast isolates for wine production as well as the evolution of sparkling wine.

The lecture series drew an engaged audience of more than 179 people who tuned in to the lectures either in-person or by watching live online. Due to the COVID-19 pandemic, the final two lectures of the series were livestreamed remotely with no in-person attendance in adherence with the university's safety protocols. Despite these limitations, the series still drew international interest with attendees tuning in virtually from around the world.

Archived lecture series videos from previous years also continued to remain popular online and received 1,088 views to its videos in 2019 from people around the world.



The CCOVI Lecture Series hit a major milestone this year, surpassing more than

**10,000  
lifetime views**

to all of its lecture videos on YouTube.



Lecture Series views	2019	2018	2017	2016	2015
Videos watched	1,088	1,369	1,124	1,245	1,118

# COMMUNITY ENGAGEMENT

CCOVI's community engagement activities aim to raise both the profile of the institute in the community and increase the presence of wine education opportunities at local wine events.

In 2019-20, the institute's community engagement activities reached 353 people in person at three diverse events: The What kind of cool are you? event at the International Cool Climate Chardonnay Celebration (i4c), the Niagara Wine Festival, and the Wellness Day: Educate Your Senses event hosted at Brock University.

CCOVI's annual Cuvée Grand Tasting, which draws more than 900 guests from across the province every year, was unfortunately postponed this year due to COVID-19 pandemic. Although the event was not able to be held in-person in April, the Cuvée 2020 Online Experience was developed as a means to virtually connect with the community and industry, and it attracted 1,303 online visitors and generated 5,979 online pageviews to the innovative digital platform.



## Total number of participating individuals

2019-20	2018-19	2017-18	2016-17	2015-16
1,656	1,256	1,211	1,112	1,379

\* The 2019/20 total includes visitors to the 2020 Cuvée Online Experience that ran from May 1-June 30 in place of the in-person 2020 Cuvée Grand Tasting gala originally planned for in April.



## NIAGARA GRAPE & WINE FESTIVAL

As it has been doing for more than a decade, CCOVI once again brought education and entertainment to community members attending the Niagara Wine Festival. The Educate your Senses wine and cheese seminars hosted by CCOVI give festival attendees the chance to meet local winemakers and taste a variety of wines in an intimate and educational setting. At the 2019 festival, 180 people attended the interactive CCOVI seminars. OEVI student Doch Dendy was also the recipient of the 2019 RBC Niagara Wine Rising Star Award at the festival, receiving a \$1,000 bursary to continue his education.

### FACTS ABOUT NIAGARA GRAPE AND WINE FESTIVAL SINCE 1997

**5,098**  
Total attendees

**70,345**  
Glasses poured

**242**  
Participating wineries

**391**  
Wines featured

**32**  
Sanctioned events



## WHAT KIND OF COOL ARE YOU?

In July, CCOVI hosted the “What Kind of Cool Are You” sensory tasting experience at the Cool Chardonnay World Tour event, hosted as part of the annual International Cool Climate Chardonnay Celebration (i4C). The event attracted 150 people and served to further fulfill CCOVI’s commitment to providing knowledge transfer, continuing education, professional development opportunities for the community.

The “What Kind of Cool are You?” program was designed to help consumers discover their own Chardonnay palate. Guests were invited to taste four different Chardonnays from four different taste profiles — crisp, fruity, smooth and rich. The program is one of self-discovery and helps guests navigate through more than 100 vintage wines featured at the Cool Chardonnay World Tour event. Students enrolled in Brock University’s Oenology and Viticulture degree and certificate programs were also selected as volunteers for this event, and helped guests discover their unique taste profile.



## CORKSCREWED TV

CCOVI once again served as the education partner for the television show CorkScrewed, a series filmed on location throughout the Niagara wine region and at Brock University and predominantly featuring CCOVI Scientists and Researchers. The series was 13 episodes long and originally aired on Bell Fibe TV. During the COVID-19 pandemic, the CorkScrewed TV team re-released all 13 episodes on YouTube, encouraging new audiences to view the series and learn more about the local wine industry. The online series received thousands of views on YouTube as well as positive feedback from the grape and wine industry. CCOVI was also featured in the follow-up web series, Quarantine Catch-ups, and has partnered with the CorkScrewed TV team on a new web series about Ontario wine that will premiere in the near future.



# Cuvée

# 2020

AN ONLINE EXPERIENCE

## CUVÉE GRAND TASTING

Every year, CCOVI hosts thousands of guests at the Scotiabank Convention Centre for the Cuvée Grand Tasting and throughout the Niagara region for Cuvée en Route.

Due to unprecedented health and safety concerns arising from the COVID-19 pandemic, the Cuvée Grand Tasting and en Route program were not able to be held in-person for the first time in the event's history. The difficult decision was made to postpone the event, originally scheduled for April, until it could be held safely in the future.

Cuvée is the largest event of its kind which showcases a large selection of high-quality Ontario VQA wines and local cuisine while also celebrating the achievements of the grape and wine industry and the cutting-edge research propelling Ontario VQA wine forward.

CCOVI worked quickly to pivot its Cuvée program to a fun, virtual experience that launched in May of 2020, so that wine-lovers and industry members could still come together in celebration of excellence in the Ontario VQA wine industry. The online platform was developed to bring the Grand Tasting and Après Cuvée structure right into guests' homes, connecting them to the excitement of Cuvée through unique video content created just for the online experience. Participating

winemakers virtually poured and revealed the wines they selected as their favourites for Cuvée 2020. Hyperlinks to each participating winery allowed guests to shop more than 100 VQA wines and purchase them online. Après Cuvée also featured a show-from-home performance by Cuvée's headline band. The experience not only brought the community together, but helped support the wineries, breweries and restaurants that were directly impacted by the pandemic, financially and otherwise. The Cuvée Online Experience also received a \$11,180 grant from the provincial government's Celebrate Ontario program. Due to the pandemic, the grant supported festival and event organizers in 2020 with rescheduled, postponed or reprogrammed events. Cuvée gained its support due to its ability to quickly pivot and provide both a unique experience for its guests as well as a platform to both showcase and support the grape and wine industry.

To date, more than \$116,000 has been generated through the Cuvée Legacy Fund. The fund provides scholarships for the next generation of winemakers and grape growers in Brock University's Oenology and Viticulture program and critical research dollars for industry driven priorities.

The  
**Cuvée Legacy Fund**  
has generated  
**MORE THAN**  
**\$116,000**  
over the past six years

## CUVÉE AWARDS

Celebrating the talent and accomplishments of Ontario grape growers and wine makers has always been an important element of the Cuvée Grand Tasting. As the event was not able to be held in person this year, CCOVI made the decision to postpone the presentation of the industry awards until it is safe to gather together at the next Cuvée.

### CUVÉE 2020 ONLINE EXPERIENCE



**48**

Participating  
wineries



**12**

Culinary  
partners



**982**

Video  
views



**5,979**

Page views



**1,303**

Online visitors



## CUVÉE LEGACY FUND SCHOLARSHIPS

Cuvée Graduate Scholarship (\$5,000): **Jessica Oppenlaender**

# EDUCATION

## OENOLOGY AND VITICULTURE DEGREE PROGRAM

With CCOVI's resources, Brock is uniquely positioned in Canada to offer undergraduate, graduate and certificate programs in Oenology and Viticulture (OEVI). Although CCOVI does not administer the degree programs, the institute has close ties to how they operate. CCOVI also offers education sessions and volunteer opportunities to students and supports alumni with professional development after graduation.

For the 2019-20 academic year, there were 49 students studying at the undergraduate level. Of those students, 40 were registered in the Honours BSc degree program while nine were taking the Certificate in Grape and Wine Technology.

At the graduate level, CCOVI Researchers, Scientists and Fellows train students in the fields of oenology and viticulture, wine business and geography. During this period, there were 15 students pursuing master's degrees and 5 students pursuing their PhD in grape and wine related fields.



For the 2019-20 academic year

# 49 students

are studying at the undergraduate level

## 40

in the Honours BSc  
degree program

## 9

taking the Certificate in Grape  
and Wine Technology



At the graduate level, CCOVI Researchers, Scientists and Fellows train students in the fields of oenology and viticulture, wine business and geography.

## Continuing Education courses

	2019-20	2018-17	2017-16	2016-17	2015-16
Number of courses	14	9	9	10	3
Number of students	237	282	244	244	77

## CONTINUING EDUCATION

CCOVI provides education opportunities for wine enthusiasts as well as professional development courses for the industry. In 2019-20, CCOVI offered 14 courses that instructed 237 students.

As a program provider for the Wine & Spirit Education Trust (WSET) program, a highly respected and internationally transferable wine certification, the continuing education program attracts students from around the world to take part in sessions offered both in-class and online. With consistent increases in enrollment, the WSET offerings remain an integral part of CCOVI's continuing education lineup.

As the COVID-19 pandemic forced the suspension of in-person learning, CCOVI was unable to hold three of its planned in-person WSET courses this year. Working closely with the WSET, however, CCOVI now offers the Level 3 Award in an online format and is working to continually expand its list of online course offerings in the future.

CCOVI's Certificate in Ontario Wine, the wine industry's first integrated online program specific to Ontario wine, also continued to grow. This first-of-its-kind online opportunity removes geographical barriers for those looking for a formal introduction to Ontario wine. The course also positions participants with the knowledge needed to take the Craft Wineries Association (formerly the Wine Council of Ontario) certification upon completion, and CCOVI saw an increase in the number of students who pursued this unique opportunity compared to the previous fiscal year along with its continued reach across Canada.



In 2019-20 CCOVI offered

**14** courses to **237** students



As teaching and learning transformed due to COVID-19, CCOVI saw an increase in students accessing its slate of online course options. CCOVI offers Wine & Spirit Education Trust (WSET) Levels 1 to 3 in Wines, as well as Levels 1 and 2 in Spirits, in an online format, as well as recently launching online versions of its popular Cider Foundation and Certificate in Ontario Wine courses.



## WINE BUSINESS MANAGEMENT CERTIFICATE

As CCOVI continues to expand its educational opportunities to include the entire grape and wine value chain, the Institute supported Brock's Goodman School of Business in the launch of the new Wine Business Management Certificate, a 5-week program that ran from May 24 to June 21, 2019. Delivered by industry leaders and top scholars, the course helps provide industry personnel with the core competencies needed to take a forward-thinking approach to the management of wine-related businesses. As well as providing linkages to industry contacts who could benefit from this program, CCOVI also assisted in the development of the course by offering suggestions for appropriate industry speakers and field-trip locations.

### Topics included:

- An overview of wines and Canadian vineyards
- Understanding wine markets and legislation
- International wine logistics and operations.
- Financial analysis for the wine industry
- Wine marketing and brand building
- Wine and spirits supply change management
- Direct-to-consumer sales and retail management
- Turning a wine business concept into reality



A collaboration with  
**Goodman Group**  
this new program is instructed by  
**industry leaders  
& top scholars**

## ADVANCED CIDER TRAINING

CCOVI offered advanced-level cider and perry production courses this year for the first time to meet industry demand. The programs, offered through a partnership with the Cider Institute of North America (CINA), build on the foundation course CCOVI has been offering since 2017. CCOVI's cider courses attract students from across Canada and the United States and are the only certification programs of their kind in the country.

This educational programming is helping to meet the demand for this growing market, covering all elements of the production process using a hands-on format. Due to world events restricting the ability to study in-person, the demand for online courses increased substantially. CCOVI worked closely with the Cider Institute of North America and its educational partners at Cornell and Washington State Universities in order to be able to offer the popular foundation cider course in a new, online format for the very first time. The initial offering sold out almost immediately, showcasing the institute's ability to quickly and effectively respond to evolving continuing education demands.



# CCOVI EXECUTIVE COMMITTEE, OUTREACH COMMITTEE AND ADVISORY COUNCIL

## CCOVI EXECUTIVE COMMITTEE

Tim Kenyon	Chair, Vice President of Research, Brock University
Allan Jackson	Industry representative, CCOVI Advisory Council
Allan Schmidt	Industry representative, Ontario Craft Wineries
Matthias Oppenlaender	Industry representative, Ontario Grape and Wine Research Inc. and the Grape Growers of Ontario
John De Sousa	Wine Growers Ontario
Don Cyr	CCOVI Fellow, Brock University
Debra Inglis	Ex-officio, CCOVI Director

## OUTREACH COMMITTEE

Barb Tatarnic	Chair, CCOVI manager of outreach and continuing education
Belinda Kemp	CCOVI oenologist
Sudarsana Poojari	CCOVI virologist
Jim Willwerth	CCOVI viticulturist
Kevin Ker	CCOVI research associate
Kevin Buis	Industry representative, Grape Growers of Ontario
Kevin Watson	Industry representative, Grape Growers of Ontario
Jamie Evans	Industry representative, Ontario Craft Wineries
Daniel Speck	Industry representative, Ontario Craft Wineries
Sue Ann Staff	Industry representative, Ontario Craft Wineries
Gerald Klose	Industry representative, Wine Growers Ontario
Roger Vail	Industry representative, Wine Growers Ontario
Colin Stanners	Industry representative from a grape and wine region outside of Niagara
Dan Sullivan	Industry representative from a grape and wine region outside of Niagara
Scott Wilkins	Industry representative from a grape and wine region outside of Niagara
Debra Inglis	Ex-officio, CCOVI Director



## CCOVI ADVISORY COUNCIL

Allan Jackson	Chair, Industry representative
Debbie Zimmerman	Industry representative, Grape Growers of Ontario
Matthias Oppenlaender	Industry representative, Grape Growers of Ontario and Ontario Grape and Wine Research Inc.
Bill Schenck	Industry representative, Grape Growers of Ontario
Erwin Wiens	Industry representative, Grape Growers of Ontario
Richard Linley	Industry representative, Ontario Craft Wineries
Len Pennachetti	Industry representative, Ontario Craft Wineries
Klaus Reif	Industry representative, Ontario Craft Wineries
Allan Schmidt	Industry representative, Ontario Craft Wineries
Aaron Dobbin	Industry representative, Wine Growers Ontario
John De Sousa	Industry representative, Wine Growers Ontario
Rob Enns	Industry representative, Wine Growers Ontario
Doug Hernder	Industry representative, Wine Growers Ontario
Eleanor Hawthorn	Industry representative, Ontario Grape and Wine Research Inc.
Dan Paszkowski	Industry representative, Wine Growers Canada
Tania Humphrey	Industry representative, Vineland Research and Innovation Centre
Eugene Jaworski	Government representative, Agriculture and Agri-Food Canada
George Soleas	Government representative, Liquor Control Board of Ontario
Jen Liptrot	Government representative, Ontario Ministry of Agriculture, Food and Rural Affairs
Laurie Macdonald	Regulatory agency representative, VQA Ontario
Rene Van Acker	Education representative, Dean of the Ontario Agricultural College, University of Guelph
Craig Youdale	Education representative, Canadian Food and Wine Institute, Niagara College
Don Cyr	Brock representative, CCOVI Fellow
Gregg Finn	Brock representative, Vice-president, Academic & Provost – Interim
Tim Kenyon	Brock representative, Vice President Research
Gary Pickering	Brock representative, CCOVI Researcher
Barb Tatarnic	CCOVI representative, Manager of Outreach and Continuing Education
Debra Inglis	Ex-officio, CCOVI Director

# CCOVI RESEARCHERS, SCIENTISTS, FELLOWS AND PROFESSIONAL AFFILIATES

## CCOVI RESEARCHERS

Debbie Inglis CCOVI Director, Associate Professor,  
Biological Sciences  
Gary Pickering Professor, Biological Sciences

## CCOVI FELLOWS

Ralph Brown Professor, School of Engineering,  
University of Guelph  
Don Cyr Professor, Goodman School of  
Business, Brock University  
Dirk De Clercq Professor, Goodman School of  
Business, Brock University  
Vincenzo De Luca Professor, Biological Sciences,  
Brock University  
Ronald Jackson Sensory Science, University of  
Manitoba  
Lester Kwong Associate Professor, Social Sciences,  
Brock University  
Antonia Mantonakis Associate Professor, Goodman School  
of Business, Brock University  
Baozhong Meng Associate Professor, Department of  
Molecular and Cellular Biology,  
University of Guelph  
Annette Nassuth Associate Professor, Molecular and  
Cellular Biology, University of Guelph  
Michael Ripmeester Professor, Social Sciences,  
Brock University  
Tony Shaw Professor, Social Sciences,  
Brock University  
Jeffrey Stuart Associate Professor,  
Biological Sciences, Brock University  
Narongsak (Tek) Thongpapanl Professor, Goodman School of  
Business, Brock University  
George van der Merwe Associate Professor, Molecular and  
Cellular Biology, University of Guelph  
Maxim Voronov Professor, Goodman School of  
Business, Brock University

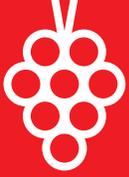
## CCOVI SCIENTISTS

Belinda Kemp Senior Scientist in Oenology  
Sudarsana Poojari Senior Scientist in Grapevine Virology  
Jim Willwerth Senior Scientist in Viticulture

## CCOVI PROFESSIONAL AFFILIATES

Carl Bogdanoff Viticulturist, AAFC's Summerland  
Research and Development Centre  
Pat Bowen Viticulture research scientist,  
AAFC's Summerland Research and  
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Janet Dorozynski Global practice lead, Foreign Affairs  
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Kevin Usher Oenology research scientist,  
AAFC's Summerland Research and  
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Cool  
Climate  
Oenology &  
Viticulture  
Institute

**Brock University**

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