

2024 CCOVI Lecture Series

**FREE admission
and open to the public.**

Join us for industry-leading research shaping the future of the wine industry in Ontario and around the world.

 **2:00 p.m. ET**

Mackenzie Chown Complex room H313,
Brock University

Watch live on the web:

brocku.ca/ccovi/outreach/lecture

January

January 17

Antonia Mantonakis

The Psychology Behind How You and Your Consumer Choose.

January 24

Gary Pickering

Targeting Red, White or Green? Consumer Perceptions and Engagement with Sustainable Wines in Canada.

January 31

Liette Vasseur

Cover Crops: Commercial, Native or Exotic, or Not At All? This Remains a Question.

February

February 7

Wendy McFadden-Smith

Spot the Lanternfly.

February 14

Kevin Ker

The Nova Scotia Grape and Wine Industry - After the Polar Vortex February 2023.

February 28

Ron Jackson

Wine and Health - A Reasoned View.

March

March 6

George van der Merwe

Characterizing and Developing Yeasts for the Fermentation Industry.

March 13

Sudarsana Poojari

The Importance of Clean Plant Program for Grapevines.

March 20

George Soleas

Uncorking Success: The Business of Wine in Ontario.

March 27

Malkie Spodek

Laboratory trials of entomopathogens as a biocontrol treatment for Grape Mealybug (GMB).

April

April 3

Jennifer Kelly

100% Ontario: Consumer Liking, Interest, and Willingness to Pay for Vidal and Marquette Table Wines.

April 10

Jim Willwerth

Understanding Vitis Vinifera Cold Hardiness in Ontario After a Decade of Monitoring.