

BROCK UNIVERSITY – ACADIA UNIVERSITY

MEDIA RELEASE

R00036

May 3, 2013

Brock University Marketing & Communications
905-688-5550 x4687

Brock U, Acadia University sign landmark grape and wine research pact

Addressing the research and education needs of the Canadian grape and wine industry will be made easier with a new partnership established this week between Brock University and Acadia University.

The Memorandum of Understanding (MoU) was signed by the two institutions encouraging collaboration between Brock's Cool Climate Oenology and Viticulture Institute (CCOVI) and Acadia's Atlantic Wine Institute.

The MoU will facilitate knowledge exchange and joint projects in the areas of viticulture, oenology, business, culture and policy research that address the needs of the Canadian grape and wine industry.

"This collaboration with the Atlantic Wine Institute aligns perfectly with CCOVI's goals," said CCOVI Director Debbie Inglis. "With formal research partnerships at the Pacific Agri-Food Research Centre, and now The Atlantic Wine Institute, we have created a coast-to-coast Canadian Grape and Wine Research Network."

"I'm excited to work with the Cool Climate Oenology and Viticulture Institute (CCOVI) at Brock University," said Dr Donna Sears, Director of the Atlantic Wine Institute. "This new MOU between the Atlantic Wine Institute and CCOVI extends the spirit of collaboration and connection that is at the heart of the Atlantic Wine Institute's purpose. 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."

"This is a tremendous opportunity for both Acadia University, and more specifically, for the Atlantic Wine Institute housed on campus," said Dr. David MacKinnon, Dean of Research and Graduate Studies at Acadia. "This solidifies our partnership with the internationally recognized Cool Climate Oenology & Viticulture Institute (CCOVI) at Brock University and will provide an opportunity for the Atlantic Wine Institute to collaborate on wine-related research and outreach initiatives on a national scale."

This partnership comes at a time where the national grape and wine industry is continuing to grow. According to a 2013 economic impact analysis from the Canadian Vintners Association,

the national industry contributes \$6.8 billion a year to the Canadian economy and provides more than 31,000 jobs.

About the institutes

The Cool Climate Oenology and Viticulture Institute (CCOVI) at Brock University was developed in partnership with the Grape Growers of Ontario and the Wine Council of Ontario. Established in 1996, CCOVI is an internationally recognized research institute focused on research priorities of the Canadian grape and wine industry, and on the education and outreach service needs of that community.

The Atlantic Wine Institute is a multi-institutional initiative involving Acadia University, The 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. The institute is the region's first comprehensive program dedicated to addressing the research, outreach and education needs of the region's wine and beverage industries while supporting future growth.

For more information:

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