

Industry outreach: advancing the industry through innovation

# **Industry Outreach**

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 institute focused on research priorities of the Canadian grape and wine industry, and the continuing educational and outreach needs of the community.

CCOVI is dedicated to offering innovative support services to the grape and wine community. Whether it be industry-sponsored conferences, workshops, lecture series or analytical services, CCOVI advances technology and knowledge transfer throughout the industry. In consultation with the industry, the institute is continually developing new outreach programs.



Triggs International Premium Vinifera Lecture Series

# Workshops

#### Wine Tasting Challenge

Created in 2004, the annual Wine Tasting Challenge is recognized as Canada's largest and most prestigious wine competition, highlighting some of our brightest wine talent. Presented by CCOVI, it is open to professional sommeliers, servers, wine-industry experts, students and amateur wine enthusiasts wishing to challenge themselves by identifying select wines and spirits.



For more information: winetastingchallenge.com

#### Experts' Tasting and VQA Promoters Awards

The Experts' Tasting is an annual event held during the Cuvée weekend. The very popular by invitation only educational tasting has been running for more than twenty years.

Established in 2006, the VQA Promoters Awards are given annually at the Experts' Tasting. The awards are designed to recognize individuals who have consistently promoted VQA wines through education and/or promotion in categories of retail, hospitality, media, education, Promoter-at-Large and Lifetime Achievement.

For more information: Barb Tatarnic at ccovi@brocku.ca

#### **VQA Winemakers Forums**

Since 2008, CCOVI has worked alongside VQA offering the VQA Winemakers Forums across designated viticultural areas in Ontario. The forums foster informal discussions among VQA winemakers about best practices in winemaking, vintage specific issues and techniques suitable for Ontario's climate. The forums also offer new winemakers the opportunity to network with colleagues.

For more information: VQA Ontario at 416-367-2002

## **Seminars**

#### **CCOVI Lecture Series**

The CCOVI Lecture Series was established in 2008 and features talks by CCOVI Researchers, Fellows and Professional Affiliates on current topics of importance to grape growers and winemakers, ranging from viticulture and winemaking to business practices, wine marketing, policy and culture. CCOVI has also taken this popular lecture series to live webcasts, making it accessible from coast to coast.

For more information: brocku.ca/ccovi/outreach-services/ccovi-lecture-series

#### Triggs International Premium Vinifera Lecture Series

In the fall of 2004, CCOVI launched in Ontario the annual Triggs International Premium Vinifera Lecture Series. It showcases world leaders in the cultivation of premium vinifera grapes thanks to a generous donation by Don and Elaine Triggs. The series has since been expanded to include British Columbia and focuses on the most current developments in viticulture.

For more information: brocku.ca/ccovi/outreach-services/triggs-premium-vinifera-series

#### Niagara Wine Festival Wine Seminars

During the Niagara Wine Festival, CCOVI presents two weekends of interactive seminars. During the sessions, winemakers share the story behind their wines and their approach to winemaking. Many of the seminars feature alumni winemakers of the Oenology and Viticulture program at Brock University.

For more information: Barb Tatarnic at ccovi@brocku.ca



### Services

#### **Analytical Services**

CCOVI's Analytical Services help the Ontario grape and wine industry produce more consistently high quality wines because the analysis that wineries need can now be done less expensively and right in their backyard. Under this service, juice and wine samples can be tested for everything from sugar and acidity levels to alcohol content. Every sample is tested in duplicate using validated methods.

For more information: Linda Tremblay at Itremblay@brocku.ca

# Wine grape preharvest monitoring

Prior to the harvest season, CCOVI recognizes the need of grape growers and winemakers to have up-to-date information on grape development across different sectors of various grape growing regions.

Grapes mature uniquely



depending on the year, variety and terroir. As a result, preharvest monitoring is crucial for the industry when making harvesting decisions that dictate grape and wine quality.

For more information: brocku.ca/ccovi/outreach-services/grape-preharvest-sampling-data

#### VineAlert

Winter injury is a major threat to the sustainability of the grape and wine industry. VineAlert compares levels of grapevine bud hardiness for different varieties and locations throughout the dormant season. This data can help growers determine when protective actions such as the use of wind machines or other methods are warranted to protect grapevines.

For more information: ccovi.ca/vine-alert/

The funding for these services results from the collaboration between Agriculture and Agri-Food Canada's Developing Innovative Agri-Products program, the Grape Growers of Ontario and CCOVI.

### Conferences

CCOVI has brought to the grape and wine industry conferences since 2002 with industry-inspired forums such as Bacchus and the 2011 Riesling Experience. Our conferences bring together producers, trade, media and wine enthusiasts from Canada, the U.S. and around the world to share and learn.



For more information on the 2011 Riesling Experience: rieslingexperience.com



#### **Contact information**

Brock University Cool Climate Oenology and Viticulture Institute (CCOVI) 500 Glenridge Ave., St. Catharines, ON, L2S 3A1

Barb Tatarnic, Co-ordinator, Continuing Education and Wine Education Events & Managing Director, Canadian Wine Library

P: 905 688 5550 x4652

F: 905 688 3104 E: ccovi@brocku.ca W: brocku.ca/ccovi