

Memory in a Bottle:

Heritage, Identity and Wine in Niagara



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1. Outline

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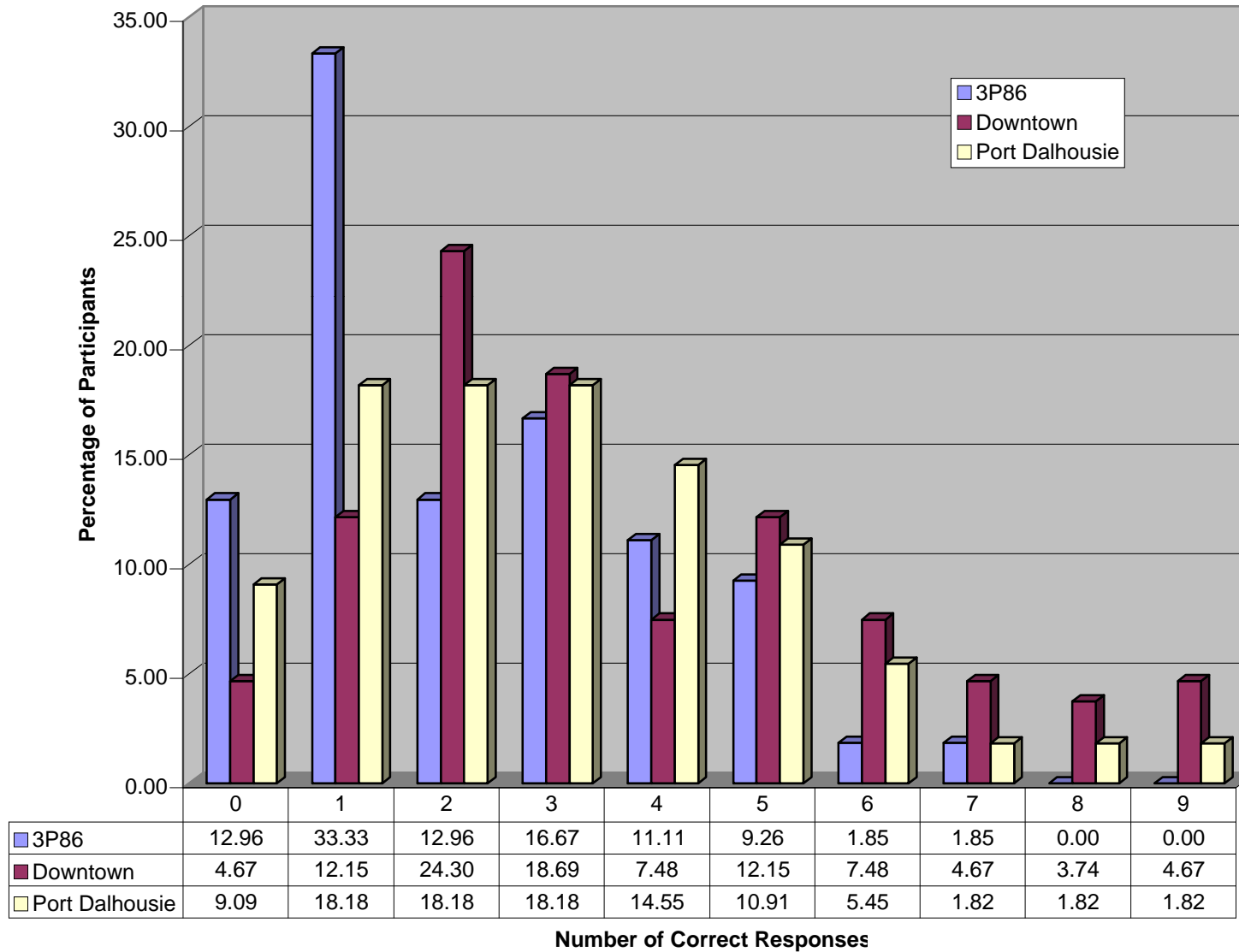
1. 2. The Problem

Table 1: Local History Trivia Quiz and Results

Question		Percentage of Correct Responses (n=162)
1	For what is Laura Secord known?	71.60
2	Where was the first Capital of Upper Canada?	36.42
3	Who are the United Empire Loyalists?	32.72
4	How many Welland Canals have there been?	27.78
5	For what is Harriet Tubman known?	41.36
6	In what year did the War of 1812 end?	31.48
7	Why are the creeks in the Niagara Region numbered?	22.22
8	For whom is the Maid of the Mist named?	22.84
9	In what decade did GM establish a plant in the Niagara region?	45.06

1. 2. The Problem

Historical Trivia Results



1. 2. The Problem

Table 3: Aggregate Responses 2005

Responses	N	%
Wine	62	46
War of 1812	26	19
Tourism	25	19
Festivals	16	12
Canal	5	4
Total	134	100

Table 4: Aggregate Responses 2008

Responses	N	%
War of 1812	106	32
Tourism	103	31
Wine	69	21
Canal	31	9
Underground Railway	20	6
Total	329	100

1. 2. The Problem

Niagara: Top of Mind (2009)

Grapes and Wine	65	29.7
Falls	43	19.6
Geography/Environment/Climate	29	13.2
Arts & Culture	21	9.6
Farms/Orchards/Produce	21	9.6
Negative Social Aspects	11	5.0
Tourism	11	5.0
Positive Social Aspects	10	4.6
Historical Aspects	3	1.4
Welland Canal	3	1.4
Home & Family	2	0.9
Education	0	0.0
Total	219	100.0

1. 2. 3. Context

■ Conceptual Tools

- Banal Nationalism (Billig, 1995)
- Local Need for Heritage (Edson, 2004, Ashworth, 2007)
- Prosthetic Memory (Landsburg, 2004)
- Region Revalorization Strategies (Ray, 1998)

1. 2. 3. Context

Daily reminders of nationalism become “so familiar, so continual, that it is not consciously registered as reminding. The metonymic image of banal nationalism is not a flag which is consciously waved with fervent passion; it is a flag unnoticed on a public building (Billig, 1995, 8)

1. 2. 3. Context

- New forms of memory
- Castells contends that individuals and groups create identities out of available resources:
- In sum, we are selective and can make choices within certain constraints. Giddens (1999) likens this selection process to making sense of a newspaper,
 - A newspaper presents a collage of information, as does, on a wider scale, the whole bevy of newspapers which may be on sale in a particular area or country. Yet each reader imposes his own order on this diversity, by selecting which newspaper to read – if any – and by making an active selection of its contents.

1. 2. 3. Context

However, it is possible, or probable that people simply believe in things (heritage) because they want to or need to, and that what they believe in has minimal inherent value and limited socio-cultural pertinence...This assumption does not deny the importance of specific objects, specimens, structures, locations, or activities, but suggests a different reason for defining heritage and heritage assignment. It also suggests that heritage of individuals and groups may be disassociated with history but assigned importance by means of social interchange (communication and diffusion) and assumed need (Edson 2004, 336).

1. 2. 3. Context

[p]rosthetic memories are neither purely individual nor entirely collective but emerge at the interface of individual and collective experience. They are privately felt public memories that develop after an encounter with mass cultural representations of the past, when new images and ideas come into contact with a person's own archive of experience (Landsburg, 2004, 19)

1. 2. 3. Context

- Ray (1998) suggests a model of regional revalorization based on four modes.
 - Identification of cultural phenomena with exchange value
 - Marketing to outsiders
 - Selling image to insiders
 - New commodity becomes internalized as authentic

1. 2. 3. 4. Wine and Meaning



1. 2. 3. 4. Wine and Meaning

“Niagara Originals”

The concept furthers Wine Country as an upscale destination that invites visitors to enjoy a variety of high quality cultural and heritage experiences. Integrating these opportunities with wine and culinary experiences provides the foundation for enhancing Wine Country communities (Peter Smith and Associates, 2007).

Emphasizing quality and character, a visit to Niagara Wine Country is made more memorable by a journey through its beautiful landscapes and thriving townscapes. This vision is shared across Niagara and is one where all strive to accomplish the same ultimate goal – an enhanced quality of life (Peter Smith and Associates, 2007).

1. 2. 3. 4. Wine and Meaning

Themes in Niagara Promotional Materials

Brochure Theme	N	% (n=140)
Niagara Falls	38	27.1
Wine	32	22.9
Shopping	23	16.4
Tours	11	7.9
Arts and Culture	8	5.7
History and Museums	8	5.7
Food and Dining	7	5.0
General	6	4.3
Tourist Information	4	2.9
Misc.	3	2.1
Total	140	100.0

1. 2. 3. 4. Wine and Meaning



1. 2. 3. 4. Wine and Meaning



Peter J. Smith and Company, 2007,
http://www.niagaracanada.com/uploads/Wine_Final_Document121406.pdf

1. 2. 3. 4. Wine and Meaning



1. 2. 3. 4. Wine and Meaning

Source of Grape and Wine Knowledge

Media	Newspaper	63	20.45
	Radio	11	3.57
	Television	16	5.19
	Internet	17	5.52
	Brochures/Flyers/Posters	29	9.42
	Magazines	12	3.90
	LCBO/Advertising	15	4.87
Experience	Wineries/Tours/Tastings/Self Experiment	36	11.69
	Employment / School	21	6.82
	Festivals	15	4.87
	Word of mouth/ friends & family	64	20.78
Other	Do not know	9	2.92
Total		308	100

1. 2. 3. 4. Wine and Meaning

Characteristic	n	% (n=61)
family	32	52.46
local agricultural hertitage	27	44.26
terroir/subappellation	26	42.62
farm	21	34.43
local	17	27.87
small	17	27.87
european tradition	14	22.95
immigrant	10	16.39
environment	10	16.39
local history	8	13.11

1. 2. 3. 4. Wine and Meaning

Agricultural Heritage

In 1867 David Jackson Lowrey moved his family from Vanessa Ontario to St. Davids to establish a new farm on one of the most perfect agricultural sites he had ever seen. Lowrey recognized its merits even then, and over nearly 150 years since they first worked the land, it has proved to be one of the most verdant farms in Niagara. In fact in 1869, David Jackson Lowrey planted one of the earliest commercial vineyards with 500 vines. Five farming generations of Lowreys would eventually reap the benefits of his decision, growing all kinds of tree fruits and grapes. Until the mid 1970s they sold their entire crop to Canada's largest winery at the time, T.G. Bright, Ltd. At that time almost the entire 100 acre farm was planted in labrusca and French hybrid grapes. Eventually most of them were torn out and for several years the vineyard lay fallow until 2003 when Lowrey descendant Norma Jane (Lowrey) Harber, and her husband Blair Harber prepared to return the upper farm to grapes, but this time to very fine European varieties.

<http://www.ravinevineyard.com/vinyardhistory.html>

1. 2. 3. 4. Wine and Meaning

Terroir / Subappellation

The nature of Niagara rules in every aspect of our integrated operation – from the vineyards and winemaking practices, to the restaurant's focus on seasonal cuisine, to the preservation of our property's spectacular Carolinian woodlot and nature trails. Our property consists of 65 acres, of which 45 acres are planted vineyards.

http://www.eastdell.com/about_us

1. 2. 3. 4. Wine and Meaning

Family

Owned and operated by the Speck family since 1988, the land was first deeded to our great, great, great grandfather, Nicholas Smith, in 1794. Nicholas fought with Butler's Rangers in the American Revolutionary war. His youngest son Henry of Pelham built the building that houses our wine store and hospitality rooms. Henry built the former carriage house in 1842. He signed his name Henry of Pelham recognizing Pelham road as one of the main through fares in Niagara.

<http://www.henryofpelham.com/aboutus.php>

1. 2. 3. 4. Wine and Meaning

www.brockpress.com/home/index.cfm?



[flickr.com/photos/ 14093909@N05/1478497983](https://www.flickr.com/photos/14093909@N05/1478497983)



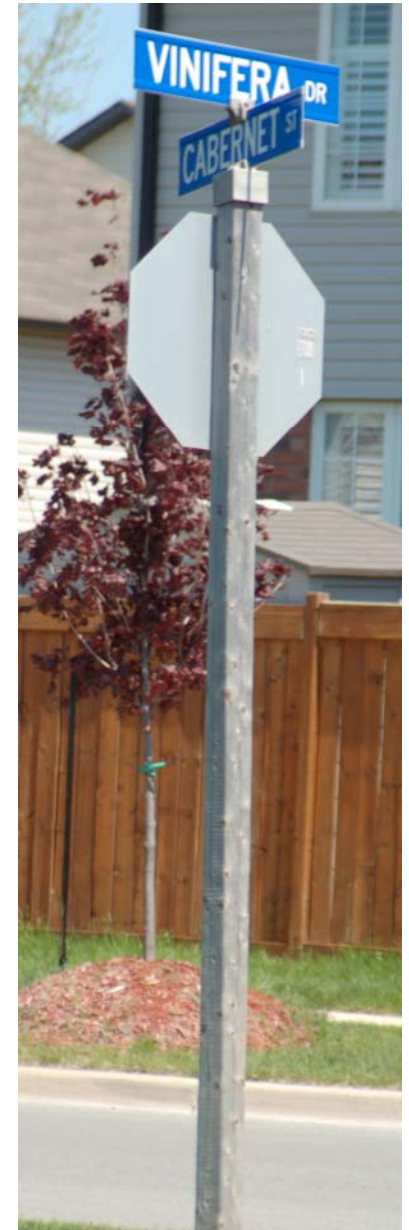
www.concord.soccerclub.ca



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1. 2. 3. 4. 5. Sustainable Heritage?

a) The Grapes of Wrath



1. 2. 3. 4. 5. Sustainable Heritage?

a) The Grapes of Wrath



- Changing Face of Niagara Agriculture
- Gentrification of Agricultural Land
- Ambiguous relationship with VQA and Cellared in Canada wines

1. 2. 3. 4. 5. Sustainable Heritage?

a) The Grapes of Wrath

“Grapes and wine are important in an economic sense, but otherwise they are negative. The expansion of the grape and wine industry has destroyed fruit farms all over the region.”

“Time was when tender fruits came from Niagara. They were part of a way of life when I was a kid. Grapes have become important for the wrong reasons; they are going to wine instead of to food. Hope time will change this. Orchards have been lost to vineyards because of the growing wine industry.”

1. 2. 3. 4. 5. Sustainable Heritage?

b) The Grape and Whine

- By that, I assume the organizers plan to tone down the "hoity-toity," upscale, cosmopolitan flair that has dominated the festival over the past few years now, to the point of eliminating parade participants that didn't fit that image and giving us a parade that was only 55 minutes.

1. 2. 3. 4. 5. Sustainable Heritage?

b) The Grape and Whine

It was refreshing to read that the Niagara Wine Festival organizers are preparing to return this year's fall festival into more of a "homecoming" in St. Catharines.

Bull-crap! I see no evidence that this is still not an elitist event.... Speaking of which, why is a 3 oz. glass of wine \$7? This isn't Toronto, but we are apparently trying hard to be. And - if you really want to convince the people of St Catharines that this is their festival and not a blatant money grab aimed at a bunch of snooty, faux oenophiles from everywhere else - BRING BACK THE "GRAPE"!!

1. 2. 3. 4. 5. Sustainable Heritage?

b) Hey...What about us?

- We used to go to wine events. But we went to one Cuvée, it cost us hundreds of dollars. The same thing happened at the Grape and Wine Festival. A bottle of ten dollar wine cost us twenty-seven dollars! The same is true of the Jazz Fest they hold at one of the wineries. These events are not of the people, the average person doesn't have the disposable income to pay that much. If they want to continue to include locals they need more things that are not so expensive.

1. 2. 3. 4. 5. 6. Conclusions

- the collapse of the manufacturing sector has left the region bereft of one of its mass identifiers.
- Regional leaders are promoting a creative economy that feature, among other things, grapes and wine.
- However, its underlying impulse emphasizes the exchange value of culture; only those cultural attributes that are readily identifiable and saleable contribute to it.

1. 2. 3. 4. 5. 6. Conclusions

- Where a majority of our interview participants positively identified with the grapes and wine, our research demonstrates official efforts to upscale the industry is alienating local residents;
- some local commentators were emphatic in denouncing the emerging grape and wine industry. They are rightly concerned that such changes will literally squeeze them out of a long standing heritage narrative.

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