

# BROCK UNIVERSITY

## MEDIA RELEASE

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Cool Climate Oenology & Viticulture Institute, Brock University  
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### **Brock's new webcasts link Canada's grape and wine industry**

Vineyard operators and wineries across Canada began going online this week to join industry researchers at the country's leading academic research institute for grape growers and winemakers.

The Cool Climate Oenology & Viticulture Institute (CCOVI) at Brock University, Ontario has taken its popular lecture series to live webcasts, making it accessible from coast to coast. Although most of the lectures take place on campus at Brock, this new initiative lets anyone with a computer and the internet to virtually "attend" the discussions and ask questions of the speakers.

The first webcast this week attracted a handful of log-ons, but CCOVI director Debbie Inglis says the pieces are in place to attract and service a wide national audience.

Quebec grape grower Fabien Gagné, one of the first to join this week, welcomed the initiative and the knowledge it provides to people regardless of their address. "The webcast is a great addition to your formula," said the owner of Vignobles Saint-Rémi, located south of Montreal.

Dr. John Paroschy is director of operations, research and development at Château des Charmes winery in Niagara-on-the-Lake just down the road from Brock University. Although he regularly attends the lectures in person, Paroschy says the webcasts are a big step forward for the industry and the university. "It's an important communications tool between CCOVI research and the industry, presenting the current status of research in viticulture, oenology and wine business," he said. "Now that the lectures are offered via live webcast, anyone can follow the lectures from their computer if unable to attend."

CCOVI director Inglis said the new project is part of CCOVI's heightened focus on community outreach. CCOVI is dedicated to advancing the Canadian grape and wine industry through research, continuing education and outreach services.

This year's CCOVI lecture series runs from February through May, featuring 13 experts examining topics ranging from grape growing and winemaking techniques to the marketing of Canadian wines and how the emerging wine-producing region of China might impact world markets.

Now in its third year, this year's series is the largest yet, with twice as many speakers as in past years. This year's schedule can be found at [brocku.ca/ccovi](http://brocku.ca/ccovi) on the left-hand side under "CCOVI Lecture Series". Previous lectures from the 2010 series have been archived and can also be accessed on that webpage.

Our next lecture is on Monday, March 22, 2010 at 3 p.m. EST presented by Dr. Antonia Mantonakis from the Faculty of Business and her lecture is entitled "*Little things that make a difference, but shouldn't: Insights into consumer behaviour*".

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