



**Brock
University**



Inside

CCOVI Graduates Win Gold at Cuvée	2
Experts' Tasting	2
Research Q & A	3
Announcing CCOVI Fellow and Professional Affiliate Inductees	3
Wine & Spirit Education Trust	4
CCOVI Briefs and Publications	4
CCOVI Events	4
Triggs International Series at CCOVI	4

Spring Issue



Mapping new potential for premium wine

Andy Reynolds doesn't have a global positioning system (GPS) in his car, although he did buy one for his wife as a birthday gift last year.

When it comes to driving, he will stick with traditional maps. But, when it comes to his research, that's a different story.

The CCOVI researcher, along with colleague Ralph Brown, a CCOVI Fellow from the University of Guelph, are pioneers in the application of GPS and Geographical Information System (GIS) technology to grape growing in Niagara's wine country.

Their work in applied geomatics involves creating terroir maps of vineyards by collecting and analysing data, from the ground and from above, on such factors as soil characteristics, water status, vine nutrition, yield, vigor and fruit composition. Their goal is to correlate the information to identify meaningful relationships as a means of adding precision to growing grapes.

With this type of information, wine producers are able to pinpoint blocks

within vineyards – specific small lots of vines – from which high quality fruit can be harvested for unique and premium wines.

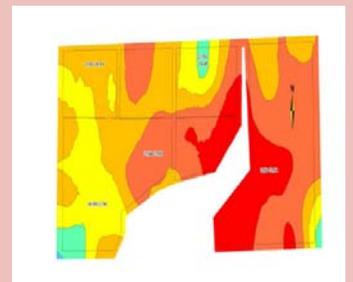
“We continue to understand what is terroir and what are the main factors that are associated with it. We are convinced that it is almost all about water, plus vine vigor and soil texture,” says Reynolds who first started applying GPS to his research in the late 1990s. “The industry has been pleased to see that small-lot winemaking can have potential and that sections of high quality appear to be stable.”

The researchers are working in partnership with Niagara's wineries including projects with Thirty Bench, Chateau des Charmes, Stratus and Coyote's Run.

Reynolds and Brown also are collaborating with other researchers, notably Brock's Marilyne Jollineau, Geography, to develop a commercial application for the technology. “Wineries recognize there are benefits and advantages to invest in this kind of research that will result in producing wines

Reynolds Thirty Bench Project:

- marked the introduction of remote sensing to the research program
- split 25-acre vineyard into six parcels (sous-terroirs) based mostly on vine vigor as perceived by airborne imagery
- 520 vines were geolocated and mapped
- made wines from different water status zones within each sous-terroir
- results indicate that differences in vine and soil water status within a sous-terroir show up year after year and in many ways explain the differing wine characteristics that result from small lots of Riesling produced and bottled separately from these zones



GIS-derived soil moisture (% v/v) map of the Riesling blocks at Thirty Bench Estate Winery, Beamsville, ON, 2008. Note the large spatial variability (courtesy of Graduate Research Assistant Matthieu Marciniak)

of exceptional quality,” says Reynolds. “This could potentially be a service that we can sell.”

CCOVI graduates win gold at Cuvée

The Cool Climate Oenology and Viticulture Institute (CCOVI) congratulates Brock graduates who were among the award-winning winemakers at the prestigious 2009 Cuvée Awards. Below is a list of graduates (names in parenthesis) who received Cuvée Gold awards, demonstrating international standards for excellence in quality:

- **Best Chardonnay:** 2007 Signature Series Chardonnay Sur Lie – Peller Estates Winery, (**Lawrence Buhler**, winemaker, Class of 2003)
- **Best Limited Edition white wine:** 2007 Viognier – Creekside Estate Winery (**Rob Power**, winemaker, Class of 2000)
- **Best red wine:** 2006 Wine Makers Small Lot Cabernet Franc, Thirty Bench Wine Makers (**Natalie Reynolds**, winemaker, Class of 2001)
- **Best Limited Edition red wine:** 2005 Reserve Cabernet Sauvignon, Creekside Estate Winery (**Rob Power**, winemaker, Class of 2000)
- **Best General List red wine:** 2007 Cabernet Shiraz, Dan Akyroyd Winery (**Tom Green**, vice-president, winery operations, Class of 2001, and **Jason Roller**, winemaker, Class of 2004)
- **Best Merlot:** 2006 Merlot, Harvest Estates Winery (**Lydia Tomek**, winemaker, Class of 2004)
- **Best Syrah/Shiraz:** 2006 Broken Press Shiraz, Creekside Estate Winery (**Rob Power**, winemaker, Class of 2000)
- **Best Cabernet Franc:** 2006 Wine Makers Small Lot Cabernet Franc, Thirty Bench Wine Makers (**Natalie Reynolds**, winemaker, Class of 2001)
- **Best red assemblage:** 2006 Shiraz Cabernet, Wayne Gretzky Estate Winery (**Rob Power**, winemaker, Class of 2000)

Experts' Tasting—A Sparkling Success!

The Cool Climate Oenology and Viticulture Institute (CCOVI) hosted the 20th Anniversary Experts' Tasting on February 27, 2009 to a sold-out crowd of tasters from the area. The annual by-invitation-only event is designed and targeted to the wine trade – primarily media, product consultants, sommeliers and wine educators who promote VQA wines through education and/or promotion.

The 140 guests tasted, swished and expectorated more than 25 sparkling wines through five flights of this tutored tasting.

“That’s the most bubbly I’ve ever tried at one time,” said Monique Beech, Vines and Wine writer for the *St. Catharines Standard*.

The Experts' Tasting has become a key educational feature of the Cuvée weekend which recognizes the best Ontario VQA wines pre-judged and chosen for the tasting. The wines are also placed up against International “ringers” to compare and show how well our Ontario wines are standing up to their international counterparts.

The tasting is coordinated by Barb Tatarnic of CCOVI. To see the entire list of wines go to:

www.brocku.ca/ccovi/ and click on Experts' Tasting.

Promoting the Promoters announces its' 2009 winners ...

The Promoting the Promoters Awards are given annually at the Experts' Tasting held on Cuvée weekend. The awards are designed to recognize individuals who have consistently promoted VQA wines through education and/or promotion in the areas of Retail (LCBO Product Consultants), Hospitality, Media and Lifetime Achievement.

2009 celebrates the accomplishments of the following individuals and teams in the following categories:

<u>Hospitality:</u>	Stone Road Grille Treadwell Farm to Table Cuisine
<u>Media:</u>	Lynn Ogryzlo
<u>Education:</u>	Peter Bodnar Rod
<u>Lifetime Achievement:</u>	Dr. Allan Jackson



From L to R. Charles Baker, Promoters Presenter and Director of Marketing & Sales, Stratus Vineyards; Debi Pratt, Director of Public Relations, Inniskillin Wines; Dr. Allan Jackson, Jackson-Triggs Niagara Estate Winery

CCOVI Research Q&A

Weather derivatives in the vineyard industry

CCOVI Fellows Don Cyr and Anthony Shan, along with their Brock colleague Martin Kusy, are collaborating on research to investigate the potential use of weather derivatives in the vineyard industry, specifically icewine production.

What are weather derivatives?

You could think of weather derivatives as a financial security blanket when Mother Nature doesn't co-operate. A wide variety of sectors are using this relatively new form of financial contract to hedge the risk of adverse weather conditions to their business. They differ from insurance in that they are somewhat easier to use and there is no need to provide proof of damage. They simply pay out if the weather variable, for example temperature, snow or rainfall, exceeds or does not exceed a limit specified in the contract.

What is the focus of your research?

Grape growing, like other agricultural endeavours, faces many weather-related risks. To date we have examined the potential use of weather contracts to hedge the risks associated with temperatures required for icewine production, average growing season temperatures and the risks of heavy rainfall during the harvest season.

Could you give an example to illustrate how a weather contract could apply to the icewine process?

As a possible scenario, let's consider a grower who might require 70 hours of

temperatures at -8 degrees C, or below, in order to harvest and process a full crop of icewine grapes. This grower could hedge the temperature risk by arranging a contract with a financial intermediary in which the grower would be compensated if conditions resulted in fewer than 70 hours of available icewine picking / processing time.

Creating a distinctive identity for Ontario wine

Maxim Voronov, a recently appointed CCOVI Fellow, is the principal investigator of a study into the creation of symbolic value in Ontario wine industry. The research team includes Dirk De Clercq, co-investigator, C.R. (Bob) Hinings (University of Alberta), collaborator, and David Hulley, collaborator.

What is meant by symbolic value?

Unlike traditional industries that are driven almost exclusively by commercial rules, the wine industry is like the music and film industry in that it is producing a cultural product. As such, the wine industry abides by artistic rules and focuses on producing goods that have symbolic value – a distinctive identity – that is authentic, judged on artistic merits, and acclaimed by peers.

Why is it important for the Ontario wine industry to cultivate the symbolic value of its products?

Every successful wine region has some kind of a distinctive identity – prestige, sophistication, light heartedness, romance, to name a few. We do

not have that, yet. In Ontario, we are focused on demonstrating that our wine complies with established international standards of excellence. While it is good and essential to demonstrate that we are as good as France/Germany/New Zealand, it is not enough. We must demonstrate that we are not only as technically proficient and competent as the established regions, but that we also offer something different and distinctive that the other regions do not.

What are the challenges facing the wine industry as it works toward creating symbolic value for its products?

The industry finds itself in a balancing act between complying selectively with the competing requirements of art and commerce. Our research will look at how this dichotomy affects the ability of producers to convey the images and stories – their symbolic value – to the marketplace.

How can symbolic value help wineries increase market share of VQA wines in Ontario?

The industry wants to create new market channels that will provide greater availability of VQA wines and lead to a larger market share. As these channels become open, it will be important for the industry to focus on increasing consumer demand by developing the symbolic value – the unique and distinctive character – of its products. ■

CCOVI Welcomes New Fellow and Professional Affiliate Inductees

The Cool Climate Oenology and Viticulture Institute (CCOVI) is pleased to announce the appointment of several new CCOVI Fellows and Professional Affiliates.

These designations attract world-class researchers and industry professionals to contribute their knowledge and expertise to expand CCOVI's research.

Each of the following appointees will serve a three-year term with the possibility of renewal:

CCOVI Fellows:

Senior

- **Vincenzo De Luca**, Biological Sciences, Brock University
- **Donald Cyr**, Faculty of Business, Brock University
- **Dirk De Clercq**, Faculty of Business, Brock University
- **George van der Merwe**, Department of Molecular and Cellular Biology, University of Guelph
- **Peter Roberts**, Goizueta Business School, Emory University, Atlanta, GA

Associate

- **Maxim Voronov**, Department of Marketing, International Business and Strategy, Brock University
- **Jeff Stuart**, Biological Sciences, Brock University

CCOVI Professional Affiliates:

- **Daryl Somers**, Vineland Research and Innovation Centre
- **Wendy McFadden Smith**, Ministry of Agriculture, Food and Rural Affairs

"We are very pleased to welcome new colleagues to be part of the CCOVI team," says Debbie Inglis, CCOVI director. "Our current and new Fellows and Professional Affiliates are recognized for being the top in their fields and for sharing with us a commitment to advance the Canadian grape and wine industry in exciting ways."

New Wine Program launched at CCOVI



WSET® (Wine & Spirit Education Trust) founded in London, England and recognized around the world will be offered through the Continuing Education at CCOVI. The Institute has been confirmed as an approved program provider for this internationally recognized training program in wine and spirits. Go to the website or contact Barb Tatarnic at ccovi@brocku.ca to see what wine program is right for you!

Level 1 – WSET Foundation in Wine – Sunday, June 7 (one day only)
Introductory course suitable for anyone wishing to start their wine education in a structured and concise way. You will acquire a basic understanding of grape varieties and the characteristics of the common grape varieties used to produce wine. Server Training in the areas of wine, health, safety and legal issues as well as food and wine pairing are covered.

Level 2 – Intermediate Certificate in Wine and Spirits – September, 2009 (9 weeks)
Course is appropriate for those employed in the drinks industry or anyone with a serious interest in wine and spirits wishing to broaden their knowledge in a structured way.

Level 3 – Advanced Certificate in Wines and Spirits – January, 2010 (14 weeks)
Advanced is intended to provide in-depth knowledge of a wide range of wines and spirits.

Go to: www.brocku.ca/ccovi <<http://www.brocku.ca/ccovi>> for more details or to register on-line!

CCOVI Briefs and Publications

Ellen Robb, Ph.D graduate student of newly appointed CCOVI Fellow Dr. Jeffrey Stuart, has been awarded NSERC's top honour of the Vanier Canada Graduate Scholarship for her project on how resveratrol promotes health, via enhancing cellular stress resistance.

Debra Inglis, CCOVI Director, presented "Harvesting Innovation for the Grape & Wine Industry" to the Grape Growers of Ontario Board of Directors, March 31, 2009; to the Ontario Grape & Wine Research Inc. Board of Directors, April 1, 2009; and at the Grape Growers of Ontario Annual General Meeting April 8, 2009

A. Ehtaiwesh, A.G. Reynolds, and C. de Savigny. 2008. Irrigation scheduling for Sovereign Coronation table grapes based upon evapotranspiration calculations and crop coefficients. HortTechnology (accepted).

A.G. Reynolds and J. Vanden Heuvel. 2009. The influence of grapevine training systems on vine growth and fruit composition—A review. Am. J. Enol. Vitic. (accepted).

P. W. Roberts and M. Khaire, 2009. "Getting known by the company you keep: publicizing the qualifications and former associations of skilled employees," Industrial and Corporate Change, 18: 51-75.

Students for hire

Students in the Oenology and Viticulture program at Brock University are seeking jobs for 2009. If you plan to hire vineyard, winery or wine retail workers in 2009, recruit our students who are skilled in winemaking, viticulture and wine business. To have a position posted for our students. call 905-688-5550, ext. 4949, or e-mail: jennifer.roberts@brocku.ca

CCOVI Events

CCOVI Fellows and Professional Affiliates Lecture Series

Continues with...

• **Dr. Ralph Brown**; School of Engineering, College of Physical and Engineering Science, University of Guelph
TOPIC: Precision Viticulture
Date: Monday, May 11, 2009

• **Dr. Linda Bramble**; Wine Writer, Author and Educator
TOPIC: An Ontario Story of Sustainable Leadership in the Wine Industry
Date: Monday May 25, 2009

Everyone is Welcome – Admission is FREE!

Parking is available in Lot A/Zone 1 Cost: \$6.00

Date and time: Mondays at 12 noon in H313 - Inniskillin Hall (watch for signs)

Note: Dates and times may be subject to change – go to www.brocku.ca/ccovi "CCOVI Events"



MARK YOUR CALENDER TO ATTEND

2009 - TRIGGS INTERNATIONAL
PREMIUM VINIFERA LECTURE SERIES AT CCOVI

Featuring
DR. MARK GREENSPAN
Advanced Viticulture, LLC (USA)

TWO EXCITING DAYS – TWO EXCITING OPPORTUNITIES

September 2
VINEYARD VISITS/TECHNICAL WORKSHOP
visiting three Niagara vineyards

&
September 3
PUBLIC LECTURE

ADMISSION IS FREE

Look for upcoming details in your GGO Newsletter
or watch: www.brocku.ca/ccovi/



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