

## BC Wine Appellation Task Group

Meeting Minutes

July 13, 2015

Noon – 4:00pm Poplar Grove Winery, Penticton

### Attendance

<i>Present</i>		<i>Regrets</i>	
Ezra Cipes	Christine Coletta	Rhys Pender	Eugene Kwan
Bill Eggert	Andy Johnston		
Derek Kontkanen	Ian MacDonald		
James Mack	Christie Mavety		
Harry McWatters	JAK Meyer		
Sandra Oldfield	John Skinner		
Bob Tennant	Don Triggs		
Mike Klassen (E.D.)	Jeffrey Thomas (BCWA)		
Wynona Gianassi (consultant)			

### SUMMARY OF ACTION ITEMS

DATE	ACTION	RESPONSIBLE	TIMELINE	STATUS
July 14, 2015	Organize appellation sub-committee call for later that week	Mike	Immediate	Completed
July 15, 2015	Draft set of proposals based upon group decisions, circulate to industry stakeholders	Mike	Immediate	Completed

#### **1. Call to Order**

Meeting called to order at 12:05pm.

#### **2. Motion to approve June 2nd meeting minutes**

**M/S McWatters, Skinner**

**CARRIED**

**3. Approval of agenda; call for additional items**

**Motion:** To approve the meeting agenda.

**M/S Coletta, Tennant**

**CARRIED**

**4. Remarks from the Chair**

- What kind of process will we have going forward?
- Industry perception something to keep in mind
- Thanks to survey working group

**5. Review of Industry Survey (Howegroup)**

- 849 responses; 725 full responses
- Majority from Okanagan, 2nd highest from Vancouver Island
- 66 % small, 29% medium, 5% large
- Mike shows slides on structuring meeting discussion

**Discussion notes**

Ezra

- We have some clear direction from the survey, and some interpretation will be needed
- Anne Sperling recommends room in the regulations to allow for region-specific “Grand Cru” quality criteria

John, Bob

- Anne’s ideas welcome but it is too soon for our region

Jeffrey

- Would not be a problem to add this to the regulations to allow later

Harry

- Historical footnote: industry started with VQA Gold

Jeffrey

- WIAC has been discussing a third standard
- Would it be subjective standard of quality, or an objective standard based upon yields, etc
- Third tier used as term so that it is not judging qualitative factors
- Talk to WIAC person to work for changes – “there is a process”

Chris

- I think the survey is telling us the existing tier is broken and we need to fix it

Harry

- How many of us think that we need that higher tier?

John

- I think we need a roadmap for this

Sandra

- We should be focusing on the need for mandatory requirements

JAK

- Everyone should be following the same rules
- Then the marketing will follow

Jeffrey

- First tier is wines of distinction
- Second tier is BC VQA
- Older wineries can use prescribed GIs as wines of distinction
- 20-year grandfathered requirement
- Ends December 2019
- Very few wines of distinction
- If winery uses prescribed GI then BCWA can enforce

## **APPELLATIONS**

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Ezra

- Question: do we create new appellations, and if so how?
- Centrally created?

Chris

- We were trying to be politically correct – important to make sure that industry feels represented on appellation decision

Andy

- It may be too soon for sub-GIs, but let's allow for creation for them

Jeffrey

- BC is a GI, you could use existing regs to create sub-GIs in new regions (Kamloops, etc)
- Regs require that production is commercially viable

Sandra

- This is about where you grow your grapes; appellation system but not winery association
- Did not want to be located around village which makes it into winery association
- Ontario situation was a mess – many are still trying to figure it out
- OK Falls has 2 kinds of soils, if you make it one sub-GI then it becomes a postal code
- She does not quite grasp the village idea

Ezra

- Gismondi said basing on village humanizes the appellation; then use a geographical feature

Harry

- Sonoma created sub-appellations and confused consumers
- Supports idea of a central body that approves the sub-GI
- There must be a “meaningful” reason for the sub-GI being different

Derek

- Worked in Ontario; supports sub-appellations but keep them simple (3 or 4)
- Remove section 29E in the regulations

Jeffrey

- Comment re: Section 29

Bob

- Village idea is a worthy approach; create it centrally
- Follow it with science

Bill

- Has worked down the Valley and considers 12 to 16 regions to be distinct
- The region should be able to choose
- Summerland, for example, should be able to go to Authority and ask for change
- Bill supports them being individually created

John

- Idea of a village was much larger (PARC example)
- Vernon, Kelowna (goes to Peachland)
- There are ways to honour the consumer – i.e. specify which side of the bench

Ian

- Must be done centrally or we’ll never get it done
- Valley, Village, Vineyard – three Vs

- Wines can choose one, two or 3 Vs
- Pat Bowen says that the only thing really changing the wine is the slope back and the amount of sun
- Reputation for Pinots, Chards growing well in certain areas

## **ORIGIN OF GRAPES**

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Sandra

- You want to make sure that every bottle is certified

Harry

- You want to use the existing standards
- Ameliorated, 75%
- Land-based vs Commercial
- You can make wine with non-BC grapes but it is a commercial license

Chris

- License comes from LCLB
- Enforcement by LDB
- How well can we enforce this?

## **RECOMMENDATION**

- As a condition of having a winery license, make it mandatory to comply with the Wines of Marked Quality Regulations; further to that the land-based winery designation fall within the control of the Liquor Control and Licensing Branch

## **AUDITS**

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Harry

- Audits not stringent enough
- We need better auditing for credibility
- Can drive a truck through gaps

Chris

- Streamline it, make it more stringent

James

- Keep request to government simple – ask them to streamline but do not dictate who should run it

## **ICB STATEMENT**

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- UBC Okanagan/Kedge School will have federal funding announced July 24th, and they will have their timelines announced for dealing with the ICB question

## **TASTING PANELS / BC VQA**

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Sandra

- Don't care if tasting panels go

Jeffrey

- Don't make your judgment based upon failure rate

Andy

- VQA is really about appellation of origin
- VQA has to be something about quality otherwise it has no meaning

Bill

- 2 comments about quality
- VQA is a baseline – not about quality
- Didn't trust old system when my neighbor judging wine
- Against the tasting panels, but was persuaded by scientists to keep them
- Go to lab analysis, get rid of panels, make everyone VQA/wines of distinction
- If wineries are willing then get rid of panels

Chris

- Let's get rid of the panel
- There are good restaurants, bad ones – same with wine
- Let the consumer make those distinctions
- Lab analysis
- Get rid of VQA

Ian

- Supports ending the panels
- Let the BCWI have something they can sink their teeth into – 100% BC grown wine

John

- Does not agree with Ian's idea of handing marketing all to BCWI at this time

Bill

- How will you run panels for export wines?

Bob

- BC sends its best products offshore (cherries), why not with wine?

VOTE

- 8 to 2 to abolish tasting panel

...Lots of discussion here

Ezra

- Big wineries could have veto of change

Ian

- We are trying to have more stringent rules (via lab analysis)

Sandra

- The "Q" is the problem, can't have VQA (without the Q what do you have? VA)
- Certificate of origin is what we're trying to have

Harry

- I would get rid of the tasting panels as long as we keep VQA (or the standard) and EVERYONE is required to live by the same standard
- Our challenge in the beginning was getting the commercial wineries to live by the standards

Sandra

- We should ask those who actually already submit wines to tasting panel to vote for or against

Chris

- We do not need the safety net anymore – industry has moved on
- Vintner's Quality Alliance is not about the wine but the industry

Christie

- If you get rid of panels then it does not make sense to keep VQA

Bill

- When VQA created as standard it was a mistake to call it a brand
- Nike not marketed based upon CSA approval
- BCWI should not be marketing VQA as a brand

Ezra

- Bill's comments well put
- Think we need a vin de table for non-VQA wine

Harry

- Take away direct delivery benefits for that wine

**6. Creation of appellation sub-committee**

Appellation Sub-Committee Members:

- Harry, Chris, Sandra, Bob, John, JAK, Rhys
- Mike to send out invite Tuesday

**M/S Skinner, MacDonald**

**CARRIED**

**7. Motion to Adjourn**

Meeting concludes at 4:10pm.