

## BC Wine Appellation Task Group

Meeting Minutes

June 2, 2015

Noon – 4:00pm Local Lounge & Grill in Summerland

### Attendance

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

### SUMMARY OF ACTION ITEMS

DATE	ACTION	RESPONSIBLE	TIMELINE	STATUS
June 5, 2015	CIC letter committee to arrange first conference call	Ezra Cipes, Chair	Immediate	Completed
June 5, 2015	Survey committee to conference call with Howegroup on direction for industry online survey	Ezra Cipes, Chair	Immediate	Completed
June 11, 2015	Industry survey to be circulated to Task Group for final comments, sign-off	Klassen/Howegroup	Immediate	Completed
June 15, 2015	Industry survey to be	Klassen/Howegroup	Immediate	Completed

	circulated publicly			
July 3, 2015	Close survey	Howegroup	Immediate	Completed
July 9, 2015	Discuss draft results with working group	Howegroup	Immediate	Completed
July 10, 2015	Circulate survey report	Howegroup	Immediate	Pending

**1. Call to Order**

Meeting called to order at 12:05pm.

**2. Motion to approve March 31 meeting minutes**

**M/S McWatters, Johnston**

**CARRIED**

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

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

**M/S Coletta, Kontkanen**

**CARRIED**

**4. Remarks from the Chair**

Introductions of new members and guests.

**5. Review of Industry Engagement and Town Halls**

The Task Group received the notes from our industry engagement (April 20 – May 29) before the meeting. Members each provided a synopsis of the meetings and conversations that took place over those weeks.

**Discussion notes**

Derek on Oliver-Osoyoos

- 4 people attended that meeting;
- Straightforward conversation about tank samples

Rhys on Similkameen

- No big push to divide Similkameen
- Concerns about tasting panels

Discussion about tasting panels

- Derek: there are plenty of tasting panels out there (Frito Lay, ...)
- Need to spend more time with tasters (80%)
- Harry: we were trying to make VQA mandatory, Gov't of the day backed down
- Chris: I bring in expertise then have tasting panel fail; Panel results are completely meaningless
- John: Agrees with Chris, also questions usefulness of tasting panels
- Bob: VQA does not help sell wine; Have to trust customers as to whether wine is faulty
- Rhys: Is the panel protecting people? What is point of panel?
- Pat Bowen: Used to have quality training on the panel
- Bill: Are we checking the panelists to make sure they are consistent?  
Answer: Yes
- Varietal characteristics taken out
- We need something to go to the consumer and say this is okay
- Ian: When did we last have bad wine breakout?
- John: Should we have a protocol that is audited? The flawed wine producers might have to commit to VQA
- Chris: Keep coming back to quality; We've upped our game
- What happens when we leave our region? Consumer is well-informed – can trust certain standards; Do we really need quality police?
- Don: We need a good path for the consumer to get what they need from our wines
- Chris: Put your wines into a tasting panel if exported – like in New Zealand and Australia
- John: Too much rogue wine going into China from BC

## **8. Review of Appellation System: presentation by Pat Bowen (PARC)**

Pat Bowen of the Pacific Agri-Research Centre in Summerland conducted a slide presentation based upon PARC's research. The key discussion focused on the following:

- Challenges encountered in the Golden Mile sub-appellation process
- Scientific information on site conditions that affect vineyard performance

## **9. Howegroup on industry survey**

Our final presentation was from Howegroup—our consultants responsible for the online survey. They presented to the Task Group and received feedback to help them draft the survey questions.

Next steps identified:

1. Design survey for review by Survey Working Group, revise and finalize (June 3-9)

2. Program survey (June 10)
3. Test survey (June 10-11)
4. Launch survey (June 15)
5. Send 2 reminders (June 22 and 29)
6. Close survey (July 3)
7. Compile & analyze data (July 6-10)
8. Report findings and present to Task Group (July 13)

**10. Creation of ICB statement committee**

Chair Ezra Cipes raised the matter of concerns expressed by industry stakeholders about ICB (International-Canadian Blended Wine) and proposed that the Task Group strike a small working group to discuss the idea offline, and draft a statement.

**Motion:** To strike a working group to draft a general statement about ICB wine to be included in the final report to government

**M/S Skinner, MacDonald**

**CARRIED**

**11. Motion to Adjourn**

Meeting concludes at 4:10pm.