

## BC Wine Appellation Task Group

Meeting Minutes

September 8, 2015

4:00-6:00pm via teleconference

### Attendance

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

### SUMMARY OF ACTION ITEMS

DATE	ACTION	RESPONSIBLE	TIMELINE	STATUS
October 22nd	Further discussion on how to create future Okanagan sub-appellations	Mike	--	Completed
September 23rd	Send out proposed new appellations to respective stakeholders	Mike	--	Completed
October 23rd	Find out how the costs for BCWA membership and VQA certification will be affected	Mike	--	Ongoing

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

Meeting called to order at 4:05pm.

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

**M/S Johnson/Oldfield**

**CARRIED**

Corrected to note Don Triggs not in attendance July 13.

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

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

**M/S Johnston, Triggs**

**CARRIED**

Andy Johnston asked that there be discussion of BCWA licensing fees and VQA permit costs if Task Group recommendations passed. Ezra Cipes asked that we add a recommendation regarding the removal of item 29 (3) (e) of the Wines of Marked Quality regulations.

**4. Remarks from the Chair**

- Ezra waived opportunity to make comments to get meeting discussion underway

**5. Discussion**

We confirmed that it would be more productive to discuss each item on the list one at a time.

First recommendation on mandatory requirement to become a member of the BCWA deemed critical to the adoption of all other recommendations.

JAK brought up questions about enforcement and how would BCWA make sure that members are following the regulations. Some edits to the wording of the recommendation came from this discussion to make it clear which winery license holders would be subject to this requirement.

Group members on the call tried to clarify how these rules would apply when it comes to ICB wines or commercial winery license holders.

This led to a discussion regarding the recommendation to create a taste panel for export wines. Several questions came up about how such a thing would be enforced, and why the industry would press for a higher standard for exported over domestic wines. Australia has an export panel, but also is the producer of cheap Yellow Tail wines. It was felt the topic needed further deliberation by the WIAC committee, and the item was not moved.

It was decided to have a fuller discussion about whether recommending a Table Wine category was the correct decision at this juncture. The discussion centered on the best way to avoid loopholes and ensure all BC wine is properly regulated. More

thought is needed on how best to accomplish this so the item was not moved at this meeting.

The recommendation to continue to use laboratory analysis hung largely on the use of the word “quality” so it was decided to use the phrase “technical” standards.

The recommendation on keeping BC VQA became a discussion about labeling and the fact that low-price wines have been marketed side-by-side with premium wines as BC VQA. The group was convinced that BC VQA will simply evolve into a standard to ensure consumers that the wines have been audited – somewhat like DOC in Italy and nothing more.

Christie Mavety emailed a response before the meeting objecting to mandatory use of BC VQA and raised concerns about cost. It was agreed by the group that further outreach and discussion with industry should be done to address concerns and misunderstandings.

The group agreed that with recommendations 1, 2, 3, 4 in place that the Wines of Distinction category becomes irrelevant. Christie’s objections to this point were noted in the discussion.

On the subject of audits it was felt a simple recommendation to harmonize existing processes by the LCLB, BC LDB and BCWA was best, and to work with the BC government liquor/red tape ministry to come up with positive changes. The group agreed that any changes to auditing and enforcement would need “teeth” to ensure compliance. Sandra reiterated her idea that LCLB was the right agency to do this because it has enforcement powers.

Mike provided a summary of the work of the Appellation Sub-committee to the group, by first focusing on the 4 emerging appellations. The group was for the most part supportive of recommending a consultation of stakeholders in the 4 regions to approve borders for new appellations. Sandra raised some concerns about the possibility of a northern climate region planting a small amount of grapes and attempting to call itself an appellation. Don agreed with Sandra that whatever process is used to create the 4 new appellations that they are all held to the same standard.

On the discussion of sub-appellations in the Okanagan Valley the group was briefed on the work of the sub-committee. Comments by Pat Bowen (PARC) and Rhys Pender were also summarized. It was agreed that more work must be done to map the valley that will stand up to the scrutiny of wine consumers and aficionados. A decision on sub-appellations was postponed until there is more discussion, and no motion was presented. The possibility of a 5<sup>th</sup> Task Group meeting after the end of harvest was floated.

The last recommendation concerned clause 29 (e) (3) in the Wines of Marked Quality regulations. The group unanimously supported striking that clause from the regulations, and sending revisions to the rest of clause 29 to the WIAC committee for review and revisions.

Andy had to leave the call early, but wanted the group to look into how the cost structure for BCWA licensing and BC VQA permits under a new mandatory regime. The item was deferred for next time and Mike was asked to look into finding out more about these items.

This concluded the discussion and the meeting was concluded.

## **6. Packaging**

Derek contacted Mike and Ezra after the meeting regarding the question of how packaging such as kegs and boxed wine will be affected if the recommendations are adopted by industry. He supplied the results of an industry survey, and Mike promised to follow the item up and present to the Task Group after the item was discussed by a committee.

## **RECOMMENDATIONS**

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The following recommendations were tabled at the September 8<sup>th</sup> meeting. All were approved with the exception of items 6 & 7 which are struck through.

1. We recommend that as a condition of having a winery license producers making wine from 100% BC grown grapes are required to become a member of the British Columbia Wine Authority (BCWA) and be subject to audits conducted and enforced per the Wines of Marked Quality regulations.

M/S Oldfield, Johnston. Carried.

2. We recommend ending the use of taste panels to assess faults in wines produced from 100% BC grown grapes.

M/S Johnston, Meyer. Carried.

3. We recommend the continuation of using accredited laboratory analysis to ensure that BC wines meet existing health and safety and technical standards per the Wines of Marked Quality regulations.

M/S Triggs, Johnston. Carried.

4. We recommend the continuation of BC VQA as the appellation of origin for wines made from 100 percent BC grown grapes.

M/S Oldfield, Johnston. Carried. Noted that Ian Macdonald concerned about BC VQA marketing.

5. We recommend that the Wines of Distinction category is discontinued as part of the Wines of Marked Quality regulations.

M/S Oldfield, Tennant. Carried. Noted that Christie Mavety sent email opposing.

6. ~~We recommend the creation of a table wine category for wines not subject to an audit. Because they are not audited for truth-in-labeling, these wine labels would not show any appellation or geographical indication (real or imagined), grape varieties or vintages, nor would they receive any domestic market benefit.~~

Not moved.

7. ~~We recommend the establishment of a fault assessment BC VQA taste panel system for any BC wine that will be exported outside Canada.~~

Not moved. Referred to WIAC for decision.

8. We recommend that the current 3 separate audits by the Liquor Control and Licensing Branch, BC Liquor Distribution Branch and the BC Wine Authority are harmonized into one.

M/S Oldfield, Triggs. Carried.

9. We recommend that key stakeholders in 4 emerging wine grape growing regions – Kamloops-Thompson Valley, Shuswap, Lytton-Lillooet and West Kootenays – are consulted about the creation of new appellations in their respective regions based upon a proposed set of maps provided by PARC.

M/S Meyer, Macdonald. Carried.

10. We recommend deleting clause 29 (3) (e) from the Wines of Marked Quality regulations, and propose an additional review of the entire Section 29 by BCWA and Wine Industry Advisory Committee (WIAC).

M/S Triggs, Oldfield. Carried.

**7. Motion to Adjourn**

Meeting concludes at 6:10pm.