

BC Wine Appellation Task Group “Plebiscite Campaign”

Executive Summary

On February 1st a project was begun to communicate the work of the BC Wine Appellation Task Group (“Task Group”); to respond to questions among wine industry stakeholders; and to promote awareness of the plebiscite vote on Task Group’s recommendations for regulatory reform.

The project was spearheaded by Mike Klassen in cooperation with Task Group chair Ezra Cipes, with advisement by the BC Wine Institute and the BC Wine Authority. It facilitated the work through a combination of group presentations, one-on-one discussions, social media engagement, email communication, media relations, and video all to raise industry awareness of the recommendations and the pending vote.

When one of the Task Group’s original recommendations failed to win the approval of several prominent industry stakeholders, it was decided to revise the original recommendations, then to re-assemble the Task Group to discuss and vote on the changes. The group met by teleconference in mid-April and unanimously approved the final set of recommendations, which were then presented to the BC Wine Authority.

After preparing the ballot questions, the wine industry plebiscite vote began on May 20th and concluded on July 1st. The vote turnout for BC Wine Authority members was 78 percent, and 56 percent for non-members, representing 93 percent of wine production volume in British Columbia.

Feedback from industry stakeholders has been extremely positive on the effort placed on reaching out to stakeholders. In terms of voter turnout, we have achieved expectations.

An official result of the plebiscite vote tabulated by the BCWA was released to the public on July 8th.

Stakeholder Meetings

The following meetings took place over the duration of the contract, with attendance noted (*) where pertinent.

- February 11 – Jeffrey Thomas, BC Wine Authority
- February 16 – Similkameen Winery Association (12), Keremeos
- February 17 – Central Okanagan Wineries (40), Penticton

- February 17 – South Okanagan Wineries (25), Oliver
- February 18 – Kelowna and Area Wineries (16), Kelowna
- February 22 – Presentation to Wine Law Conference (32), Vancouver
- February 23 – Fraser Valley Wineries (13), Langley
- February 26 – Individual meetings with Vancouver International Wine Festival BC wine vendors, Vancouver
- February 26 – Briefing with Miles Prodan, BCWI, Vancouver
- March 1 – Vancouver Island town hall meeting (27), Duncan
- March 3 – Kamloops / Thompson Valley Wineries (10), Kamloops
- March 3 – Shuswap Wineries (12), Salmon Arm
- March 8 – George Heiss, Gray Monk Estate Winery, Winfield
- March 8 – Presentation to BC Wine Institute general meeting (60), Oliver
- March 8 – David Wilson, Von Mandl Family Wines
- April 14 – Appellation Task Group conference call (14)
- May 9 – Ingo Grady, Von Mandl Family Wines, West Kelowna
- May 9 – Presentation to ABLE delegates (20), Kelowna

Updates to Task Group

The Task Group were contacted with updates by email on February 4, 8, 9, 15; March 8, 16; April 13, 14, 28; June 1

Presentation Materials

- *BC Wine Appellation Task Group Recommendations in Review*, Feb. 16 – March 4
- *BC Wine Appellation Task Group Recommendation: Wine Law Conference*, Feb. 22
- *BC Wine Appellation Task Group Recommendations: BCWI Presentation*, March 8
- *Presenting Final Appellation Task Group Recommendations*, April 22

Communications / Social Media

The Task Group website was updated to reflect new information, an updated “FAQ” page, revised recommendations, and sharing media articles about the recommendations.

Website traffic bcwinetaskgroup.ca – Feb. 1 – June 30

	Page Views	Unique Visits	First Time Visits	Returning Visits
Total	3,287	1,924	1,587	337
Daily Average	22	13	11	3

Twitter impressions @bcwinetaskgrp – Apr. 1 – June 30

12,700 on 45 tweets and retweets

#BCWineChat town hall promoting the plebiscite vote took place on June 15th.

Facebook BC Wine Vote page – June 2 – 30

A total of 15 stakeholder short form videos were created to urge stakeholders to vote. The content was steadfastly neutral – only promoting that everyone takes the time to vote. Videos were shared via the BC Wine Vote Facebook page and on our Twitter account.

19 posts
43 page likes
822 video views
1,974 people reached
292 engagements

Email Campaigns

- Feb. 10 – “INVITATION: BC Wine Appellation Town Halls Begin Next Week” (536 unique opens; 2,701 total opens)
- Apr. 28 – “Recommendations Update: Message from the Appellation Task Group Chair” (700 unique opens; 2,717 total opens)
- June 2 – “Wine industry plebiscite: what you need to know to vote” (437 unique opens; 1,371 total opens)

Media Coverage

- March 10 – Anthony Gismondi (Vancouver Sun): “Time for a change in B.C. industry”
- June 21 – Jamie Goode (UK wine writer, wineanorak.com): “In the Okanagan, BC, Canada: Mission Hill, Cedar Creek, Gray Monk and Tantalus”
- June 24 – Anthony Gismondi (Vancouver Sun): “B.C. wineries need to think the Mondavi way”

Get-Out-The Vote Contact

In an effort to ensure awareness of the plebiscite vote and the June 30th deadline to cast a ballot, direct contact was conducted via phone call, voice message or personalized email messages with the following BC wine producers, categorized by region.

Lake Country

50th Parallel
Ex Nihilo
Ancient Hills

Kamloops / Thompson Valley

Privato
Harper's Trail
Sagewood Winery

West Kelowna

Beaumont Family Estate Winery
Indigenous World Winery
Kalala Organic Estate Winery
Little Straw Vineyards
Mt. Boucherie Winery
Rollingdale Winery
the hatch Winery
Volcanic Hills Estate Winery

Kootenays

SOAHC Estate Wines
Columbia Gardens Winery
Baillie Grohman Winery
Wynnwood Cellars

Shuswap

Larch Hills Winery
Celistra Estate Winery
Sunnybrae Vineyards
Marionette Winery
Recline Ridge Winery
Edge of the Earth Winery
Ovino Winery

Similkameen Valley

Seven Stones
Little Farm
Orofino
Corcelettes

Clos du Soleil
Eau Vivre
Robin Ridge
Hugging Tree
Cerelia

Oliver-Osoyoos

Black Hills Estate
Covert Farms
Platinum Bench
Fairview Cellars
Blue Sky
Pipe Dreams
Hidden Chapel
Silver Sage
Young & Wyse
Cana Vines
Culmina
Adega on 45th
Moon Curser
Kismet
Bordertown
River Stone
Tinhorn Creek
Intersection
Gehringer Brothers
Hester Creek
Maverick
Montakarn
Bartier Brothers
Lariana
Gold Hill
Cassini Cellars
Road 13
Stoneboat Pinot House

Fraser Valley

Backyard Vineyards
Singletree Vineyards
Mt. Lehman Winery

Vancouver Island / Gulf Islands

Emandare
Alderlea Vineyards
Averill Creek
Cherry Point
40 Knots
Beaufort
Blue Grouse
Enrico
Unsworth
Zanatta
Mistaken Identity
Sea Star
Symphony Vineyard

OK Falls / Skaha

Pentage
Synchronesh
Meyer Family
Wild Goose Vineyards
Nichol Vineyards
Liquidity
BC Wine Studio
Stag's Hollow
Kraze Legz

Naramata Bench

D'Angelo
Lake Breeze
Howling Bluff
Little Engine
Therapy
Nichol Vineyard
Daydreamer
Bella
Hillside
Elephant Island
Deep Roots
Joie Farm
Van Westen Vineyards
Township 7
Poplar Grove/Monster Vineyards
Tightrope

Serendipity (Bradley Cooper)
Terravista
Bench 1775
Perseus
Upper Bench
Black Widow

Summerland

Silkscarf
Okanagan Crush Pad
Thornhaven
Eighth Generation

Lillooet

Fort Berens

Kelowna / Mission District

Summerhill Pyramid
St. Hubertus
Cedar Creek
Tantalus Vineyard
Spierhead Winery