

Niagara Grape and Wine Festival Records, 1955, 1964-1991, n.d.

Ontario Editorial Bureau Fonds

RG75-3

Brock University Archives

- Creator:** Ontario Editorial Bureau
- Extent:** 1.22 m of textual records (3 cartons)
ca. 400 photos: col., b&w
- Abstract:** This archives is part of the larger Ontario Editorial Bureau archives (OEB) also housed at Brock University. The bulk of the collection is correspondence and photographs, relating to the Niagara Grape and Wine Festival.
- Materials:** Typed and handwritten correspondence, media releases, clippings, photographs, promotional brochures and serial publications.
- Repository:** Brock University Archives
- Processed by:** Jen Goul
- Last updated:** June, 2005

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Preferred Citation: RG75-3, Ontario Editorial Bureau Records, 1951-1989, Niagara Grape and Wine Festival, Brock University Archives, Brock University.

Acquisition Info.: This collection is part of the Ontario Editorial Bureau fonds, donated by Lou Cahill in November 1997.

Administrative History:

Today there are 15,000 acres of vineyards surrounding urban St. Catharines operated by approximately 600 growers. Grape growing provides 12,000 full-time and seasonal jobs within Ontario¹. As of 1992, the Grape and Wine Festival itself brought in \$18 million annually². The grapes alone bring in \$60 million per year, making it Ontario's most valuable fruit crop. The Niagara Peninsula itself produces 95% of Ontario's grapes³. With such an important part of Canada's economy being based here in Ontario it is celebrated and studied throughout the region.

The Niagara Grape and Wine Festival made its debut in 1952. It was created to celebrate the Grape harvest and begins in late September lasting ten days, while the grape harvest continues well into October. The festival is sponsored by the City of St. Catharines and the Ontario Grape Growers' Marketing Board. Each year a Grape King is selected, to rule over the Festival. The decision is made by the researchers at the Horticultural Research Institute of Ontario and based on the highest quality vineyard for that year. A Queen is chosen from sponsored candidates of local social and service clubs. A Prince is chosen from the 4-H Grape Club and a contest is held for a Princess under seven years of age.

Some of the festivities these "Royals" preside over include: wine tasting, the Grand Parade, wine gardens, dancing, vineyard and winery tours, Canadian Champion Grape Stomp, outdoor arts and crafts shows, among others. All these activities are started once the chosen King is crowned for the year. One of the most popular activities is the tour of a model vineyard and a working vineyard at harvest time.

¹ <http://www.gov.on.ca/OMAFRA/english/crops/facts/04-045.htm#wine> (2004), retrieved: 05/11/2005

² <http://www.thewineman.com/niagarafest01b.htm> (2001), retrieved: 05/11/2005

³ <http://www.gov.on.ca/OMAFRA/english/crops/facts/04-045.htm#wine> (2004), retrieved: 05/11/2005

Scope and Content:

Fonds includes materials related to the Niagara Grape and Wine Festival parade and activities from the mid 1950s to early 1990s. Most duplicates were removed from the collection and only a sampling of tourist information (pamphlets and brochures) were retained. All photographs were removed from general correspondence and placed in a separate series; however photographs relating to a specific attraction or event remained with original material. Media Releases were separated from general correspondence and are arranged chronologically as is Meeting

Minutes and Reports. Correspondence, Promotional and Photographs are arranged alphabetically.

The bulk of the material is Series I, Correspondence; which contains typed and handwritten letters, and occasional clippings and photographs with accompanying correspondence. Series II, Media Releases contains information on the festival itself as well as local grape farmers, many of which are mentioned within correspondence. Series III, Meeting minutes relates to special events and committees associated with the Grape and Wine Festival. Series IV, Promotional contains anything released to the public before, during or after the festival in order to boost awareness about the festival, such as newspaper clippings, brochures, pamphlets and serial publications, not including Media Releases. Series V, Photographs contains all photographs relating to the festival including events, people, and the farming process.

Organization: The records were arranged into three series:

Series I, Correspondence, 1964, 1966-1971, 1973, 1975-1990
 Series II, Media Releases, 1964, 1977, 1980-1990
 Series III, Meeting Minutes/Reports, 1964, 1973, 1976-1977, 1980, 1982-1991
 Series IV, Promotional, 1973-1991, n.d.
 Series V, Photographs, 1955, 1965, 1969-1979, 1981-1989, 1991 n.d.

Inventory: **Series I. Correspondence, 1964, 1966-1971, 1973, 1975-1990**

1.1 Director's dinner and Press Conference Replies, 1964

1.2-1.3 Films, 1977, 1986

1.4 Grape King Crowning Ceremony, 1977

1.5-1.21 Grape and Wine Festival, 1966, 1971, 1973, 1975, 1977, 1982-1986, 1988-1989; includes clippings.

1.22 Grape and Wine Festival, Annapolis Valley Queen Visit, 1977

1.23-1.29 Grape and Wine Festival, Celebrity Luncheon, 1983-1989; includes photograph.

1.30-1.32 Grape and Wine Festival Committee, 1964

1.33 Grape and Wine Festival, Hall decorations and Stage Building, 1977

- 1.34-2.5 Grape and Wine Festival Media Tours, 1977-1990 (14 folders)
- 2.6-2.14 Grape and Wine Festival Parade, 1967, 1975-1977; includes rules, photographs, reviewing stand, Pied Piper Parade, Colour Party, Colour Guard, Marching Unit Entries, Drum and Bugle Entries, Float Entries, Majorette Entries.
- 2.15-2.16 Grape and Wine Festival Press Barbecue, 1977, 1983-1987, 1989
- 2.17 Grape and Wine Festival Program Applications, 1977
- 2.18 Grape and Wine Festival Queen Entries, 1977; includes photograph.
- 2.19 Grape and Wine Festival, Wintario, 1977
- 2.20 Media Contacts, 1977
- 2.21 Tours, 1977
- 2.22 Twinning Committee, 1968-1970; includes clippings, meeting minutes, media releases.
- 2.23 Queen Contest, 1967

Series II. Media Releases, 1964, 1977, 1980-1990

- 2.24-2.29 Grape and wine Festival Releases, 1964, 1977, 1980-1990; includes photographs.

Series III. Meeting Minutes/Reports, 1964, 1973, 1976-1977, 1980, 1982-1991

- 2.30-2.38 Meeting Minutes, 1964, 1973, 1977, 1982-1989; includes committee and board minutes, year end financial statements, related correspondence.
- 2.39-2.40 Annual Reports/Census, 1976, 1980, 1986-1991; includes Marketing Report, Public Relations Report.

Series IV. Promotional, 1973-1991, n.d.

- 2.41-2.42 Clippings, 1974-1978, 1983-1984, 1989-1990, n.d.
- 2.43-2.44 Event Brochures, 1973, 1975-1984, 1987-1992. n.d.

- 3.1 Ontario Grape Grower's Marketing Board "Information Report" promotional Envelopes, 1977-1991, n.d.
- 3.2 *Ontario Grape Grower* serial, 1976, 1989
- 3.3-3.5 Programs, 1974, 1977, 1981-1989
- Series V. Photographs, 1955, 1965, 1969-1979, 1981-1989, 1991 n.d.**
- 3.6 Art Smith, 1982, n.d.
- 3.7 Authors, Columnists, Editors etc. 1969-1970, n.d.
- 3.8 Awards, 1985, n.d.
- 3.9 Board Meetings, n.d.
- 3.10 Bottling Equipment, 1971, n.d.
- 3.11 Brian Nash, 1983, 1986-1988, n.d.
- 3.12-3.13 Dignitaries, 1976, 1983-1989, 1991, n.d.
- 3.14 Food land Ontario, 1983-1985, 1988, n.d.
- 3.15 Free Trade, 1987, n.d.
- 3.16 Gil Gordon, n.d.
- 3.17 Grape Crushing/Stomping, n.d.
- 3.18 Grape Growers Action Committee, 1980, n.d.
- 3.19 Grape and Wine Festival, 1976, 1983, 1988-1989, n.d.
- 3.20-3.21 Grape and Wine Festival Kings, 1971-1978, 1981, 1983-1986, 1988-1991, n.d.
- 3.22 Grape and Wine Festival Parade, 1973-1975, 1981; includes correspondence.
- 3.23 Grape and Wine Festival Queens and Princesses, 1955, 1969-1970, 1975, 1977, 1979, 1982-1985, 1988-1991, n.d.
- 3.24 Group, 1977, 1983, n.d.

- 3.25 Horticultural Research Institute of Ontario (HRIO) – Lab Research, 1971-1972, 1975, 1977, n.d.
- 3.26 Howard Staff, n.d.
- 3.27 James R. Rainforth (Jim), n.d.
- 3.28 L.C.B.O, n.d.
- 3.29 Ontario Grape Growers' Marketing Board (OGGMB) Building Opening, Saturday August 25, 1979
- 3.30 OGGMB: Staff , Directors and Growers, n.d.
- 3.31 Pruning and Planting, 1970, 1972-1974, 1977-1979, 1981-1982, 1987, 1989, n.d.
- 3.32 Restaurants and Chefs, Food and Wine, 1978, 1984-1985, n.d.
- 3.33 Ronald C. Moyer, Chairman Ontario Grape Grower's Marketing Board, 1971-1973, 1975, 1977, n.d.
- 3.34 Sheila Kennedy, n.d.
- 3.35 Tony Aspler, n.d.
- 3.36 Vineyard and Harvesting, 1965, 1975, 1982, 1990, n.d.
- 3.37 Vintners Quality Alliance (V.Q.A.), 1987, 1989, n.d.
- 3.38 Wiley Bros. Grape Juice, Keith Wiley, 1975, 1978, 1981, 1986, 1989, n.d.
- 3.39-3.40 Wine and Cheese, 1979, 1981, 1984-1985, n.d.; includes negatives.
- 3.41-3.42 Wine related Events and People, 1968-1972, 1977, 1981, 1983, 1987-1990, n.d.; includes Queen Elizabeth and Prince Philip.
- 3.43 Wine Tasting and Judging, 1977-1978, 1990, n.d.
- 3.44 Winery Tours, 1974, n.d.; includes negatives.

Added Entries:

600 Cahill, Lou
 600 Chown, Mackenzie
 600 Leyden, Brian

Subject Access:

- 650 Festivals -- Ontario -- St. Catharines
- 650 Grape industry - Niagara
- 650 Grape products – Niagara
- 650 Grapes -- Ontario -- Niagara Peninsula
- 650 Harvest festivals - Niagara
- 650 Niagara Grape and Wine Festival
- 650 Viticulturists
- 650 Viticulture -- Ontario -- Niagara Peninsula

Related O.E.B. Collections:

- Bright's Wines 1983-1989
- Brock University 1962-1989
- [City of] St. Catharines 1952-1983
- County of Lincoln 1956-1969
- Niagara Grape and Wine Festival 1964-1989
- Niagara Region (Municipality) 1969-1975
- Niagara Resort and Tourist Information Association 1979-1982
- Ontario Grape Growers Marketing Board 1968-1986
- Ontario Tender Fruit Institute 1960-1981
- Public Relations 1954-1989
- St. Catharines Office [OEB] 1953-1989
- Welland County 1952

Related Materials:

- Ontario Editorial Bureau, Public Relations in the Making: A review of significant events in Canadian communication (Toronto:1976?). [spcl FC 3140.7 P82056].
- The Ontario grape grower. St. Catharines, Ont., Ontario Grape Growers' Marketing Board. [6th Floor - Periodical PER SB 387.8 O67 O57]
- Newsletter / Ontario Grape Growers' Marketing Board. Vineland, Ont. : The Board, [19--]-2002. [Special Collections - Periodical SPCL PER FC 3140.7 V57 N48 /1981-1982/ /1984-2002/]
- Survey of grape vines in Ontario. Guelph, Ont. : Policy Analysis Branch, Ontario Ministry of Agriculture and Food. DOC CA2 ON AG S75 1996, 2001