

Ontario Grape Growers Marketing Board Records, 1946-1993, n.d. (non-inclusive)

Ontario Editorial Bureau fonds

RG 75-4

Brock University Archives

- Creator:** Ontario Editorial Bureau
- Extent:** 2.39m textual records (6 ½ cartons)
297 b&w photos
48 col. photos
55 negatives
9 audio-cassettes
2 compact discs
- Abstract:** This archives is part of the larger Ontario Editorial Bureau fonds (OEB) housed at Brock University. The bulk of the collection is correspondence and media releases, relating to the Ontario Grape Growers Marketing Board.
- Materials:** Typed and handwritten correspondence, media releases, clippings, photographs, promotional brochures, speeches and addresses and serial publications.
- Repository:** Brock University Archives
- Processed by:** Jen Goul & Anne Adams
- Last updated:** September, 2016

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

Administrative History:

The Grape Industry in Ontario began in 1798 when land was granted to Major David Secord (brother-in-law to Laura Secord) slightly east of St. David's, on what is Highway no. 8 today. Major Secord's son James was given a part of the land in 1818 and in 1857 passed it onto Porter Adams. Adams is known to be the first person to plant grapes in Ontario.¹ The Niagara region was a good choice for Adams to begin grape growing, as the climate is moderated by Lakes Ontario and Erie as well as the Niagara Escarpment, creating a microclimate ideal for grape production. "Niagara is on the same latitudinal band as Provence and Languedoc-Roussillon in France, the Chianti Classico region in Italy and the Rioja region in Spain. In North America, the same latitudinal band runs through Oregon State's wine region, California's Mendocino Valley at its southernmost border, and Washington State's Yakima Valley at its northernmost border" all of which are excellent wine regions².

From its humble beginnings with Mr. Adams, Niagara progressed to having 17,000 acres of vineyards. 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. Along with food production, the grape is attached to celebration in the region. Annually, during the time of the grape harvest, Niagara celebrates the Grape and Wine Festival sponsored by the City of St. Catharines and the Ontario Grape Growers' Marketing Board (see collection RG 75-3).

Out of the mass increase in grape production came the Ontario Grape Grower's Marketing Board. Marketing Boards were introduced into Canada more than 40 years ago and in part they have accomplished what they were designed to do. They have provided the means for farmers to correct some of the most flagrant abuses that were prevalent in those unhappy times when Canada was struggling out of the Great Depression. Marketing Boards provide a unified system for the producers of farm commodities to seek a reasonable price level for their products. This price then becomes operative throughout the industry. . . The members [of the marketing board] elect a network of committee men to represent their interests at the purely local level, in much the same way as Ridings are established for our representation with Federal and Provincial governments. These committee men then elect a Board of Directors from within their own numbers, to establish policies and be totally responsible for the actions of the Marketing Board. It is as democratic a system as can reasonably be devised.

Marketing Boards are also able to finance other practical forms of research. With their unified strength they are able to explore ways to expand markets for their own commodities and so eliminate any waste production, and they may also seek out new ways in which a commodity may be processed to create a new market. All these are highly progressing activities that could not be tackled by individual farmers.⁴

The Ontario Grape Growers Marketing Board represents grape growers within Ontario who sell grapes for processing into alcoholic beverages (wine, brandy) and non-alcoholic items such as juice, jam and jellies. The Board does not work to limit production, but rather to expand the market for grape products through promotions, informational programs, and co-operative activities between processors and government.⁵

After 58 years the Grape Growers Marketing Boards mission remains the same as when it began. “We continue to represent our growers, act as the voice of the industry, and lobby the government on behalf of grape-growing issues that will help grape growers, and strengthen co-operative ties with the winemaking industry”⁶. In 2002, the Grape Growers Marketing Board changed its name to the Ontario Grape Growers, in order to reflect more clearly their membership.

¹ The Grape Industry in Ontario. Reference Material, The Ontario Grape Growers’ Marketing Board. Media Releases, 1971.

² http://www.grapegrowersofontario.com/thevineyards/viticultural_areas/niagara.html (2002) retrieved: 9/18/2005.

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

⁴ The Structure of Marketing Boards. Presentation by Ronald C. Moyer, Chairman, Ontario Grape Growers Marketing Board, 1978. Speeches and Addresses, 1978.

⁵ An Outline of the Ontario Grape Growers’ Marketing Board. Correspondence, 1981.

⁶ <http://www.grapegrowersofontario.com/thegrowers/aboutus/history.html> (2002) retrieved: 10/21/2005.

Scope and Content:

Fonds includes materials related to the Grape Growers of Ontario from the late 1940s to the early 1990s (non-inclusive). All clippings were removed from general correspondence and placed in a separate series, unless directly mentioned within the correspondence, they remained with original material. Media releases were separated from general correspondence and are arranged chronologically as is the Administrative, Correspondence and Public Relations Series. The Photographs Series is arranged alphabetically. Negatives are counted by the strip and not by individual frame, unless the negative only includes 1 frame. Contact sheets are considered photographs and not negatives.

Organization: The records were arranged into four series:

Series I, Administrative, 1968-1992, n.d.

 Sub-Series A. Reports, 1968-1992

 Sub-Series B. Minutes, 1971-1991 (non-inclusive)

 Sub-Series C. Correspondence, 1947-1992 (non-inclusive)

Series II, Promotional Material, 1970-1993, n.d.

 Sub-Series A. Press Releases

 Sub-Series B. Flyers and Pamphlets

 Sub-Series C. Clippings

 Sub-Series D. Publications

Series III, Audio Visual Material

Series IV, Photographs, 1972, 1974-1976, 1978-1984, 1986-1989, n.d.

Inventory:

Series I. Administrative, 1968-1992, n.d.

Sub-Series A. Reports, 1968-1992

- 1.1 Reports from the Grape Growers' Marketing Board, Canadian Wine Institute, 1968-1974
- 1.2 Reports from the Ontario Wine Standards Committee, the Ontario Fresh Grape Growers' Marketing Board, the Association of British Columbia Grape Growers and *A Survey of Shoppers for Ontario Blue Grapes*, 1975-1977
- 1.3 Reports from the Ontario Grape Growers' Marketing Board, the Ministry of Agriculture and Food, the Ontario Tender Fruit Growers' Marketing Board, Agriculture Canada and the Wine Council of Ontario, 1978-1979

- 1.4 Reports from the Ontario Grape Growers' Marketing Board, the Ontario Tender Fruit Producers' Marketing Board, the Wine Council of Ontario and the Ministry of Agriculture and Food. Also included, are briefs to various members of the Government and *The Impact of the April 21 1980 Tax Changes on the Wine and Brewing Industry in Canada*, 1980-1981
- 1.5 Reports from the Ontario Grape Growers' Marketing Board, the Ontario Fresh Grape Growers' Marketing Board, the Ontario Tender Fruit Producers' Marketing Board and an Agri-food Report. Also included is *The Marketing of Wines through the Liquor License Board of Ontario* and a brief presented to the Grape Industry Task Force, 1982-1983
- 1.6 Reports from the Ontario Tender Fruit Producers' Marketing Board, the Ontario Grape Growers' Marketing Board and the Liquor Control Board of Ontario. Also included is a *Seasonal Fruit and Vegetable Report*, a report from Statistics Canada and a report from the Canadian Horticultural Council, 1984-1985
- 1.7 Reports from the Ontario Grape Growers' Marketing Board and the Ontario Tender Fruit Producers' Marketing Board. Also included is a *Report to the Select Committee on Economic Affairs Regarding Possible Impact of Canada-U.S. Free Trade Negotiations of Consumers Interests and on Industries Regulated by the Ministry of Consumer and Commercial Relations* by Bernard Webber and a *Seasonal Fruit and Vegetable Report* as well as the *National Trade Estimate: 1986 Report on Foreign Trade Barriers*, 1986
- 1.8 Reports from the Ontario Tender Fruit Producers' Marketing Board and the Ontario Grape Growers' Marketing Board. Included are *Seasonal Fruit and Vegetable Reports* and *Dispute Settlement Mechanisms Background Paper*, 1987
- 1.9 Reports from the Ontario Fresh Grape Growers' Marketing Board, the Ontario Tender Fruit Producers' Marketing Board and the Ontario Grape Growers' Marketing Board. Also included is a report on the Winery Adjustment Programme and *Seasonal Fruit and Vegetable Reports*, 1988-1989
- 1.10 Reports from the Ontario Grape Growers' Marketing Board, the Ontario Fresh Grape Growers' Marketing Board and the Grape and Wine Industry Committee. Also included is a paper entitled *Environmental Options for Wine and Spirits Bottles* by Usman A. Vallante and Paula J. Vopni as well as an Agreement between Canada and the European Economic Community concerning trade and commerce in alcoholic beverages, 1990-1991
- 1.11 Reports from the Ontario Grape Growers' Marketing Board, 1992

Sub-Series B. Minutes of Various Groups including: Canadian Wine Institute, the Ontario Grape Growers' Marketing Board, the Agricultural Marketing Board, the Grapes for Processing Industry Advisory Committee, the Ontario Grape and Wine Development Committee, the Ontario Food Council, and the Ontario Tender Fruit Growers' Marketing Board, 1971-1991 (non-inclusive)

- 1.12 Minutes, 1971-1978
- 1.13 Minutes and proceedings of the Ontario Agricultural Outlook Conference, 1981, 1984-1989, 1991

Sub-Series C. Correspondence (Reports from the Ontario Grape Growers' Marketing Board are included in correspondence) as well as correspondence regarding the publication of the *Ontario Grape Grower* and speeches, 1947-1992 (non-inclusive) - Some of the main topics of correspondence include:

- 1.14 Information on the Ontario Grape Growers' Co-operative which was being organized for the co-operative sale of grapes and other fruits, 1947-1948
- 1.15 Invitations to the Bright's Wines opening of a champagne cellar, 1955
- 1.16 The survey of 1967 grapes by varieties used for processing survey of tonnage. A program was planned to inform the public of the economic importance of the grape industry, 1967-1968
- 1.17-1.18 Much of the correspondence deals with the Grape and Wine Festival and the publication of the *Ontario Grape Grower*. There is also a claim from the Bureau of Customs of the U.S. Treasury that Concord grapes shipped from Ontario in 1967, were sold at "less than fair value". A statement about *Urbanization and its Problems* by Jerry Utter was broadcast by the CBC. A list of members of the local Grape Growers' Marketing Board is included, 1969
- 1.19 It is noted that a lot of attention was focused on the grape and wine industry. There is concern about foreign wines especially French and Australian wines. The grape and wine industry is seeking support for Canadian wines, 1970
- 1.20 A text of a report by Ronald C. Moyer, Chairman of the Ontario Grape Growers' Marketing Board. There was dissatisfaction regarding the use of foreign wines on Canadian airlines. There was also discussion about a U.S. surtax which would result in a complete restructuring of price scales and marketing practices. Included is correspondence regarding a mechanical harvester. Proposals were put forth to: permit Ontario wineries to produce wines from foreign source materials and sell these wines in Ontario; to permit Ontario wineries to blend wines produced from foreign

source materials with wines produced in Ontario and to sell these blends in Ontario and to permit Ontario wineries to import foreign wines for blending with all types of wine produced in Ontario and to sell these blends in Ontario. A book by Hugh Johnson called the *World Atlas of Wine* was released and the author said that southern Ontario wines were unworthy of inclusion, 1971

- 1.21 A text from a report by Ronald C. Moyer, Chairman of the Ontario Grape Growers' Marketing Board. A resolution was passed at Niagara-on-the-Lake calling municipalities to avoid holding conventions and meetings which were supported by public funds on premises which made a point of not listing Canadian wines, 1972
- 2.1 An article entitled *World Wide Trade and the Ontario Grape Grower* by R.C. Moyer. There is also a paper concerning Canadian wines being naturally aged. A list of international awards which have gone to Canadian wines is included. There was a shortage of 21,000 tons of Ontario grapes in 1973. The Canadian Wine Institute claimed there was a need to consider importing grapes or concentrate as a result of the disappointingly light grape crop, 1973
- 2.2-2.4 Chateau-Gai wines of Niagara Falls and Chateau Cartier Wines of Toronto launched a new set of control standards in effort to establish a higher quality image for Ontario wines. The Ministry of Labour submitted a paper for discussion about possible legislation covering agricultural labour. It was entitled *The Need for Employment Standards in Agriculture*. The Canadian wine industry was concerned about an old statute. They were calling for the Canadian government to clarify its position concerning usage of the words such "champagne", "burgundy" and "sauterne". Reverend James C. MacDonald of Toronto submitted a paper entitled *Why I am Anti-Boycott*. Local grape growers boycotted local United Churches because they felt that the churches did not play a supportive role with farmers in an attempt to establish farm labour as an attractive form of work. Also included is a memorandum regarding proposed regulations concerning the use of indications of geographic origin by Roger Young, Member of Parliament, Niagara Falls, 1974
- 2.5-2.6 Information on the labour disputes in the vineyards and farms of California. Also included are proposed regulations concerning the use of indications of geographic origin. A draft for a proposed booklet for the Ontario Grape Growers' Marketing Board is included as well as proposed changes in the structure of the Canadian Wine Institute. Negotiations were underway to establish the minimum prices of grapes sold to processors, 1975
- 2.7-2.8 There was disappointment that Air Canada still would not carry Canadian wines. Included is information on the Ontario Wine Industry Assistance Program. *The Andres Wines Story* is included. A fresh grape promotional

- program was put into place. Includes a script of a Provincial Affairs Telecast by the Honourable William Newman, Minister of Agriculture and Food, 1976
- 2.9-2.11 Ronald Moyer's opening statement to the Urban Development Institute Workshop is included as well as comments by R.K. Matthie at the Trade and Tariff Meeting in Ottawa. A Private Member's Motion was tabled on April 21st, 1977 that every effort should be made to encourage consumption of Ontario- grown fresh and processed fruit, vegetables, jams, juices and wines. The Government of Ontario should require that all fruit, vegetables, jams and juices consumed in provincially operated facilities, whether purchased directly or by contract caterers, exclusively be Ontario grown. Lists of awards won by Andres and Chateau-Gai are included. There is also information on the Grape Growers' Action Committee which was composed of wives of the grape growers in the Niagara Peninsula. They actively promoted grape products in an effort to acquaint Ontario residents with the high quality of products produced in the vineyards of Niagara. Included is an address by Bill Goodfellow, 1977
- 2.12-2.15 A public relations proposal entitled *Gaining Understanding for a Quiet Revolution* by the Ontario Grape Growers' Marketing Board and Ontario Editorial Bureau. Don Jamieson, Secretary of State for External Affairs, announced that The Canada/France Trade Agreement Act was being terminated effective March 15th, 1978. Air Canada faced a roadblock in their serving of Canadian wines. Quebec would not accept Canadian wines on flights landing in or originating in that province. Nick Clarke, British Master of Wine expressed the fact that Ontario wines had come a long way and were infinitely better than they had been previously. Included is a position paper from the Ontario Grape Growers outlining the specific needs for federal understanding and support of the grape and wine growing industries of Ontario and Canada which was presented to the Honourable Jack H. Horner, Minister of Industry, Trade and Commerce. A *Focus* program was broadcast on CBLT and CJOH-TV. It was called *Exploring Ontario's Grape and Wine Industry*. A script for the program is included. *The Structure of Marketing Boards* by Ronald C. Moyer is included, 1978
- 2.16-2.18 The 1978-1979 winter was one of the coldest on record in Niagara. There was concern about the injury to fruit buds and wood. Protests took place over the staggering increase in the price of imported wines. Ontario wines developed markets in England, Florida and Japan. Donald Ziraldo reported that 4 Inniskillin wines were available in Florida and there was encouraging interest in developing markets in the Caribbean. Yugoslavia's top gold medal for champagnes was awarded to Bright's President Canadian Champagne, 1979
- 2.19-3.2 Reaction to the Federal Budget from the Ontario Grape Growers' Marketing Board to the Honourable John Crosbie, Minister of Finance. A

- grape and wine industry fact sheet is included as well as a brief to Liberal Candidates Elect from the Ontario Tender Fruit Producers' Marketing Board and a submission to the Canadian Federation of Agriculture. There was also discussion about threats facing the Canadian wine industry as a result of the federal budget proposed in December of 1979. A transcript of an interview of Bryce Mackasey, federal member for the Riding of Lincoln which was featured on CBC's *As it Happens* is also included. Concerns regarding the mini budget are outlined. Keith Wiley replaced Ronald C. Moyer as Chairman of the Ontario Grape Growers Association. He presented a paper entitled *Crisis in the Vineyards* regarding a critical surplus of grapes. A Ways and Means Motion was brought in by Finance Minister Allan MacEachen in April and the Grape Growers' Marketing Board was working constantly to have the excise tax sections most harmful to the industry (wines and brandies) corrected. Information on home wine making is included. There is also a report on the Niagara Grape and Wine Festival provided by the Ontario Editorial Bureau. Included is 1 b&w photo and 1 b&w negative, 1980
- 3.3-3.5 A position paper by the Honourable R.S.K. Welch, Minister of Energy and Deputy Premier. In the Ontario budget, it was announced that the mark-up for Canadian brandy was reduced from 75% to 58%. Included is a submission to the Government of British Columbia on the sale of wine and beer in the independent grocery stores in British Columbia, 1981
- 3.6-3.8 Information on Howard Staff, Director of the Ontario Grape Growers' Marketing Board. Grocery store wine sales were discussed. An article entitled *Niagara's Grapes and Wines: the 1800s* is included. Discussion notes to Mr. Gib Parent focused on the fact that grape growers' problems are related to marketing rather than quality and variety of production. The lack of Canadian wines on Air Canada flights continued to be a matter of concern. A *Wines of Ontario* program was featured at Ontario Place. Includes 1 b&w photo, 1982
- 3.9-3.11 An article on agriculture deregulation discussed agricultural marketing boards. Included is a statement on the outcome of negotiations with the United States on wine. Chateau Gai Wines introduced mini-casks. The bottle-handling charge was rescinded resulting in new Ontario pricing policies. A federal excise tax hike of 13% on wines, beer, spirits and cigarettes triggered an outpouring of criticism, 1983
- 3.12-3.14 The Liquor License Amendment Act, 1984 explanatory notes are included. Al MacBain, Parliamentary Secretary to the Minister of Justice wrote to the Honourable Eugene Whelan, Minister of Agriculture regarding surplus grapes. The Wine Content Act extension was introduced in the Legislature. The Ontario grape and wine industry was fighting for survival. French and Italian wines were backed by heavy Common Market subsidies and were cutting deeply into sales of Ontario wines, 1984

3.15-4.2

There is a paper on subsidy programs operated by the EEC (European Economic Community). In April, Air Canada announced that it would serve only Canadian wines on its commuter flights, yet this wasn't the case on a July flight from Toronto to Ottawa. Brian Nash provided a report on the inventory sale of Ontario wines. A statement by Brian Mulroney, M.P. stated that the wine and grape growing industries of Niagara were in a state of crisis, caused in great part by the unfair trade practices of off-shore wine producers. Premier David Peterson announced that the Government of Ontario was discontinuing the purchase of South African wines and liquors. The issue of wine in supermarkets continued. Also included is a statement to the Ontario Legislature by the Honourable Monte Kwinter, Minister of Consumer and Commercial Relations regarding judicial inquiry into certain matters relating to the LCBO. A judicial inquiry on Ethyl Carbamate was held. Some ports and sherries were removed from sale in Ontario following the inquiry. Terms and conditions of the Canadian Agricultural Market Development Initiative (CAMDI) are provided, 1985

4.3-4.5

Included are comments regarding the statement from G.W.B. Hostetter of T.G. Bright and Company concerning Ethyl Carbamate. Peter Vasarins wrote a paper entitled *The Problem of Ontario Grape Growers and the Wine Industry*. Included is a brief to the Canadian Radio-Television and Telecommunications Commission (CRTC) on the broadcast advertising of alcoholic beverages. The position of the grape and wine industry continued to suffer as a result of foreign wines being granted access to Canada at below cost of production. Bill 97, an Act to Amend the Wine Content Act is enclosed. The first reading was June 19th, 1986. The Grape and Wine Industry task force report is included as well as guidelines for application for assistance from the Canadian Agricultural Market Development Fund (CAMDF). Grocery store legislation was still being discussed. The Liquor License Amendment Act, 1986 is included, 1986

4.6-4.9

Rob Nicholson, Member of Parliament of Niagara Falls addressed Parliament regarding Air Canada and asked that they give 100% support to the wine industry. Robert Runciman, the Ontario Progressive Conservative critic for Consumer and Commercial Relations announced that his party supported the sale of bottled wine and six packs of beer in local bars. A paper on free trade is included as well as *Ontario's Grape Industry* regarding bilateral trade negotiations for free trade between Canada and the United States. A develop and implement production plan to balance supply and demand is also included. A forecast of anticipated returns on a marketing project to stimulate sales of wines in Ontario is in this group of files as well as the Canadian Wine Institute's position paper on free trade. There was also concern about United States Senators alleging Canadian discrimination against alcoholic beverages from the United States. The bulk of correspondence for this year focuses on free trade, 1987

- 4.10-4.13 There is ongoing correspondence regarding free trade. Brian Leydon won the Award of Merit from the Ontario Grape Growers' Marketing Board for his activities on behalf of the board. A grape grower in British Columbia became the first "victim" of free trade. The grape grower was turned down for a loan when his Credit Union told him that B.C.'s Okanagan Valley would be devastated under the Canada U.S. free trade Agreement, so he had become a poor credit risk. There was also discussion about wine stores located in wineries opening on Sundays. Three wineries closed: Barnes, Paul Masson and Jordan-St. Michelle. *The Agreement between Canada and the European Economic Community Concerning Trade and Commerce in Alcoholic Beverages* is included, 1988
- 4.14-4.15 A review of *Project '87* is included. Two developments had grape growers upset. One was a trade agreement called GATT (General Agreement on Trade and Tariff) which removed protectionist tariffs on wine from other countries, making imported wines much more competitive in Canadian markets. The second development was Ontario's decision to ban the use of labrusca grapes in table wine. *The Ontario Grape and Wine Adjustment Program* is included. The Ontario Grape Growers Action Committee decided to give up citing the free trade agreement and the fact that growers had to compete with California prices, 1989
- 4.16-4.17 Includes information on the Ontario Wine Society which operated out of Mississauga. The Liquor Control Board refused to purchase Ontario brandy. The Ontario Government made changes to the Wine Content Act, 1988, to allow Ontario wineries to produce new blends of wines and compete more aggressively in the province's wine market, 1991-1992

Series II. Promotional Material, 1946-1993 (non-inclusive)

Sub-series A. Press Releases – Many of the press releases deal with the Grape and Wine Festival as well as other topics, 1949-1991 - Highlights include:

- 4.18 The largest Champagne Cellar in North America was opened at the Bright's Wines plant. Grape and Wine Festival releases are included, 1949, 1955, 1968
- 4.19 *Government Plays a Big Role in the Grape Industry* and an address by Ronald C. Moyer, Chairman of the Ontario Grape Growers' Marketing Board, 1969
- 4.20 Ronald C. Moyer announced that an agreement had been reached with the St. Lawrence Seaway which would favourably affect some 1300 acres of Niagara's expropriated fruitlands. 1970 marked the 19th anniversary of the Niagara Grape and Wine Festival, 1970

- 5.1 Briefing notes regarding the Prime Minister's visit to Jordan Wines, 1971
- 5.2 There was a significantly below average grape production in Ontario, 1972
- 5.3 Quick facts on the grape growing industry. There was a six week drought in August and September, 1973
- 5.4 Radical changes in the varieties of grape vines planted in the Niagara Region since 1969 were confirmed by a detailed survey completed by the Ontario Grape Growers' Marketing Board. Ronald C. Moyer was disappointed that increased federal tax penalties were imposed on wines in a budget brought down by Finance Minister, John Turner, 1974
- 5.5 A prolonged heat wave in July made 1975 a record year for grape growers. It was the second largest harvest and production of French hybrid and pure vinifera varieties, 1975
- 5.6 Agriculture and Food Minister, William G. Newman announced the details of the government's program to assist grape growers convert acreage from Labrusca varieties to the French hybrids preferred for wine production. A new dessert grape was available in limited quantities following 23 years of testing. The new variety was named Festavee, 1976
- 5.7 A film proposal for the Ontario Grape Growers' Marketing Board entitled *Ontario's Grape and Wine Industry*. Sales of Ontario wines were on the upswing. A copy of Canada's decision to terminate the Canada/France trade agreement of 1933 is also included, 1977
- 5.8 Brights Wines Limited became the first winery in Canada to launch a brandy. Includes 3 b&w photos, 1978
- 5.9 New chillable red wines were made by Brights. The 1979 grape crop in Ontario totaled 70,000 tons or 3,460 tons less than the previous year. The winter was vicious, 1979
- 5.10 An Industry Review and Appreciation by Ronald C. Moyer, Chairman of the Ontario Grape Growers' Marketing Board. Ontario faced a surplus of 10,000 tons of grapes in 1980 as a result of proposed excise and sales tax changes, 1980
- 5.11 One million vines were planted in Ontario's expanding vineyards during 1979 and 1980. A committee was struck to examine the controversial fungicide Captan. Ontario's grape crop reached 68,000 tons in 1981 despite tough winter temperatures that caused significant vine damage, 1981

- 5.12 Chateau-Gai Wines announced that it would introduce distinctly Ontarian wine labels. Ontario's grape and wine growing industry gained international prominence over the previous 10 years. Includes 8 b&w photos, 1982
- 5.13 The Ontario grape processing industry in review and a rollback of inspection fees for fresh fruit and vegetables. Brights house wine has a new look and a screw top. The Montravin/Podamer Champagne Company celebrated its 10th anniversary with the opening of Montravin Cellars. New product information is included from Barnes Wines, included are 6 b&w photos, 1983
- 5.14 The vice-chairman of the Ontario Grape Growers' Marketing Board warned that shortsighted policies were placing jobs in Niagara and in Ontario in grave peril. Competition from subsidized foreign wine is resulting in poor sales for Canadian grape growers. Federal Agricultural Minister John Wise and Ontario Minister of Agriculture and Food Dennis Timbrell announced a joint purchase program for 1984 surplus grapes, 1984
- 5.15 Despite international awards and plaudits, Ontario wine sales were being hampered by heavily subsidized wines from the EEC (European Economic Community). Opposition Leader John Turner called on the government to make major commitments to fight the growing crisis in Canadian agriculture. A paper containing procedures for the surveillance of imported wines is included. This paper stemmed from the fact that diethylene glycol had been found in a number of Austrian wines in Canada, 1985
- 5.16 The Foodland Preservation Policy statement was released for public comment. Food Minister Jack Riddell proposed tighter restrictions on non-agricultural development of prime agricultural land. Ontario was ready to work with the federal government to consider changes to the crop insurance plan, 1986
- 5.17 Family farms which had been in operation for 200 years in Niagara were being swept out of production by the free trade Pact, 1987
- 5.18 Ontario's efforts to protect its wine industry were crumbling. Ontario could not fight a GATT (General Agreement on Trade and Tariff) ruling to stop discrimination against European wine and beer. Two Hollywood actors urged Canadians to boycott California grapes as they said they were tainted with pesticides. Charles Haid and Lou Diamond Phillips said that people who picked the grapes were being contaminated by the pesticides. Ontario's wine industry announced the formation of the Vintners' Quality Alliance (VQA) which is an independent body responsible for introducing and maintaining standards and appellations adopted by members of the industry, 1988

- 5.19 Arthur Smith replaced Brian Nash as chairman of the Ontario Grape Growers' Marketing Board. The Ontario Ministry of Agriculture and Food's market development branch launched a new series of television commercials to encourage Ontario consumers to buy Ontario fresh and processed food, 1989, 1991

Sub-series B. Flyers and Pamphlets, 1965-1992, n.d. (non-inclusive)

- 5.20 Flyers and leaflets, 1965-1969
- 5.21 Flyers and leaflets, 1970, 1973-1976, 1978-1979
- 5.22 Flyers and leaflets including a 1987 Ontario Grape calendar, 1980-1989
- 5.23 Flyers and leaflets, 1991-1992
- 5.24 Flyers and leaflets, n.d.

Sub-series C. Clippings, 1946-1993 (non-inclusive)

- 6.1 A new grape producing plant was in production on Yale Crescent. The grape growers formed a co-operative. There were plans for a \$500,000 grape processing plant. There is an article about Welch's, 1946, 1948, 1962, 1966, 1968
- 6.2 There was an announcement for the first self-serve wine store in Toronto. Grapes took the lead as Ontario's biggest cash crop. Niagara wineries were faced with a serious shortage of grapes. Barnes wines was bought by Reckitt, Colman. The Liquor Control Board set higher wine prices. Niagara-on-the-Lake town council urged people to boycott convention facilities that refused to stock Canadian wines. Farmers feared that imported wine concentrates could ruin the Niagara grape growing industry, 1970-1973
- 6.3 The value of the Ontario grape crop was at a record high. There was an international port wine scandal involving the use of non-grape fortifying alcohol made from coal and oil by-products. United Church members were "mislead" by a Toronto based campaign supporting the California grape boycott. Wages for farm workers went up. Niagara Regional Council opposed an increase in federal excise tax on Canadian wine. The lubrusca variety of grape was being phased out of commercial wine making in Ontario, 1975
- 6.4 Niagara grape growers enjoyed record earnings. New grapes brought on 30 new wines in Ontario. Growers decided to fight Whelan for protective tariffs. There was controversy over Air Canada not serving Canadian wines, 1976

- 6.5 The Grape Board claimed that the LCBO was unfair to Ontario wines. The secretary-manager of the Ontario Grape Growers' Marketing Board, and the Ontario Tender Fruit Marketing Board, Keith Matthie was dismissed over internal clashes. He was appointed as executive assistant to Eugene Whelan, Federal Minister of Agriculture, 1977
- 6.6 Grape growers wanted an import wine quota. John Ghetti of Bright's Wines won a distinguished agrologist award. Liquor advertising was banned by Ontario. Ontario moved into the brandy trade, 1978
- 6.7 The Ontario Government raised liquor prices. The Fruit Marketing Board opened its new headquarters, 1979
- 6.8 Ron C. Moyer, Chairman of the Ontario Grape Growers' Marketing Board resigned. Virus-free grape plants were developed in British Columbia, 1980
- 6.9 Whelan vowed to aid grape growers by buying \$1 million in surplus red grapes. There was talk of liquor licenses for corner stores. Handling charges which were levied by the Provincial government on imported wines restored justice to the Ontario wine industry, 1981
- 6.10 Barnes and Gilbey linked up in a marketing venture. Charal Vineyard in Blenheim and Colio Wines of Harrow played a part in the expansion of the wine industry in Southwestern Ontario. Andres announced that it would sell wine in a box. Grocery store distribution of wine was discussed. Scholl and Hillebrand Wine Estates of Rudesheim, Germany bought controlling shares in Newark Wines of Niagara-on-the-Lake. U.S. Wine import charges were seen as discrimination against imports. The issue centres on a 65cent handling charge imposed on imported wines by the Liquor Control Board of Ontario. The U.S. authorities threatened court action or to impose surcharges of their own against Ontario imports. There was talk of selling beer at sporting events, 1982
- 6.11 The Ontario government agreed to remove its controversial handling charge on imported wines, but would replace it with other measures to protect domestic wineries. Use of Niagara's farmland was debated. The Ontario wine tax issue resurfaced. The tariffs angered importers and domestic wine makers. 1983
- 6.12 The province's wine drinkers were deserting local grapes in 1984. Al MacBain, Niagara Falls M.P. approached Eugene Whelan, Minister of Agriculture and said that the surplus would exceed 30,000 tons. The federal government said that it would spend \$12 million to buy the surplus grapes. The Wine Equity and Export Expansion Act afforded growers who suffered from the effects of subsidized wine, legal standing to bring action

before the International Trade Commission. Seagrams opened the Paul Masson Winery in Ontario, 1984

- 6.13 The plan to sell wine in corner stores was discussed once again. It was revealed that the LCBO had been selling 11 brands of wines and spirits which contained cancer causing materials. A 12th product was also found to contain the prohibited chemical diethylene glycol. The LCBO knew about this, yet these products had been on the shelves for 6 years. Consumer Minister Monte Kwinter ordered a closed inquiry into why the wines were sold for 6 years after their ethyl carbamate content was discovered. The federal government set up new guidelines regarding a cancer causing agent in wines and the levels were set up under the Food and Drug Act, 1985
- 6.14 Jack Ackroyd, Chairman of the Liquor Control Board of Ontario since July 1984, told a royal commission that he was never informed about the cancer-causing chemical found in some Ontario wines until 16 months after assuming office. Legislation was ready for wine sales in corner stores. Ontario grape farmers once again faced a large surplus, 1986
- 6.15 LCBO probe is ordered said Consumer Minister Monte Kwinter. Bad weather and imports hurt local growers. Free trade and what it means to the wine industry was discussed, 1987
- 6.16-6.17 Free trade was discussed. The grape growers asked for \$156 million compensation for expected losses under the free trade agreement. The federal government proposed a \$70 million compensation program for the grape growers. Allan Schmidt of Wineland Estates Winery met the threat of free trade head-on by shipping 10,000 bottles of his wine to the United States. Niagara grape growers rejected a \$100 million payment program by the federal and provincial governments to stop growing surplus grapes, 1988
- 6.18-6.19 Jack Ackroyd, Chairman of the Liquor Control Board said that domestic wine markups would probably be increased by about 33% under the thinking of the Peterson government. It was estimated by the Grape Growers Marketing Board that under the free trade Agreement and the General Agreement on Tariffs and Trade that 50% of the grape growers is the minimum number of grape growers that could be thrown out of the business. Ontario grape growers changed their minds and accepted the \$100 million federal-provincial package deal in compensation for cutting grape production as a result of free trade. Wineries began offering free wine tours. Some grape farmers were tearing out grapevines and planting alternative crops, 1989
- 6.20 Stonechurch Vineyards opened. There was discussion about wine bottles as refundable items. Inniskillen Icewine was awarded a top medal in France VINEXPO. Content changes to Ontario wine was announced by

the consumer minister. Wineries would be able to use 25% Ontario grapes or grape products in a wine and label it imported. An international wine festival was launched in Niagara Falls, 1990-1991

- 6.21 In 1991, for the first time in history, the province's growers sold their entire harvest. The 1992 cold snap was good for ice wine makers. The federal government won a major trade dispute with the United States over allegations that U.S. policies discriminate against sales of Canadian beer and wine. Pilliteri Estates Winery opened, 1992-1993

Sub-series D. Publications, 1947-1991 (non-inclusive)

- 7.1 Includes: *+Harvest, Harpers Wine and Spirit Guide, Farm Bureau's Open Market Flyer* and *Some Canadian Wines: K.C. Bourke visits Chateau-Gai*, 1947, 1968, 1974, n.d.
- 7.2 Includes: *Beverage News, Niagara Grower News, Labatt News, Grape Growers Newsletter* and *Eastern Grape Grower*, 1971, 1973, 1975, 1977
- 7.3 Includes: *The Wine Cellar, Wine Line, Amateur Winemakers of Ontario, Brights Wine Letter, Canadian Wine Notes, The Wine Times, Inniskillin Newsletter* and *The London Vine*, 1980-1986, 1989, 1991
- 7.4 Includes: *Ontario Fresh Grape Growers' Marketing Board Newsletter* and *International Wine and Spirit Competition News*, 1986-1989, 1991

Series III. Audio Visual Material

- 5.25 Transcripts for interviews and radio spots, 1979, 1981, 1983-1986
- 5.26 Five cassette tapes including: *Canadian Wine Report*, January 1982; *Canada Country; Wine Making part I*; Frank Drea on wine prices and a talk about Wardair, 1979, 1982, n.d.
- 5.27 Four cassette tapes including: Howard Staff on *This Business of Farming*; Kwinter on G.A.T.T. and Free Trade; *The Grape Report of 1982* and *Ontario Light Wines*, 1982, 1988
- 5.28 Two compact discs with Ontario Grape Growers pictures, n.d.

Series IV. Photographs, 1972-1989, n.d. (non-inclusive)

- 7.5 Andrés Wines Ltd., 21 b&w photos, 1 col. photo, 1978, n.d.
- 7.6 Barnes Wines, 17 b&w photos, 2 col. photos, 1978, n.d.
- 7.7 Brights Wines Ltd., 56 b&w photos, 4 col. photos, 4 negs, 1982, 1986-1988, n.d.

- 7.8 Chateau des Charmes, 8 b&w photos, 1 col. photo, 1981, 1984, 1988, n.d.
- 7.9 Chateau-Gai Wines and Culotta Wines, 25 b&w photos, 1980, n.d.
- 7.10 Hillebrand Estates Winery, 16 b&w photos, 15 col. photos, 1986-1987, 1989, n.d.
- 7.11 Inniskillin, 16 b&w photos, 3 col. photos, 1975, 1976, 1983, n.d.
- 7.12 Jordan, 15 b&w photos, 1972, 1978, n.d.
- 7.13 Konzelmann Vineyard Inc., 1 b&w photo, 2 col. photos, 1989, n.d.
- 7.14 London Winery and Paul Masson, 4 b&w photos, 1 col. photo, n.d.
- 7.15 Ontario Grape Grower, 44 b&w photos, 17 col. photos, 6 contact sheets, 1975, 1977, 1980, 1983, 1986, n.d.
- 7.16 Vitale Essex Natural Beverage and Willowbank Estate Wines, 4 b&w photos, 2 col. photos n.d
- 7.17 Federation of Agriculture, 35 b&w photos, 50 negatives, 1974-1975, 1979-1982

Added Entries:

- 600 Cahill, Lou
 600 Moyer, Ronald C.
 600 Nash, Brian
 600 Wiley, Keith

Subject Access:

- 650 Cookery (Wine)
 650 Festivals -- Ontario -- St. Catharines
 650 Fruit-culture -- Ontario -- Periodicals.
 650 Grape industry -- Ontario -- History.
 650 Ontario Grape Growers' Marketing Board -- Anniversaries, etc.
 650 Ontario Grape Growers' Marketing Board -- History.
 650 Wine industry -- Ontario -- History.
 650 Wine and wine making -- Ontario -- Handbooks, manuals, etc.
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Related O.E.B. Collections:

- Bright's Wines 1983-1989
 Brock University 1962-1989

[City of] St. Catharines 1952-1983
 Niagara Grape and Wine Festival 1964-1989
 Niagara Region (Municipality) 1969-1975
 Ontario Federation of Agriculture 1972-1982
 Ontario Grape Growers' Marketing Board 1968-1986
 Ontario Tender Fruit Institute 1960-1981
 Public Relations 1954-1989
 St. Catharines Office [OEB] 1953-1989

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].

Ontario Grape Growers' Marketing Board. *Annual report and financial statements / Ontario Grape Growers' Marketing Board*. Vineland : The Board, 1949- [DOC CA2 ON AG32 A56 1964/65-1965/66, 1967/68-1975/76, 1977/78-1997/98]

The Ontario Grape Grower. St. Catharines, Ont., Ontario Grape Growers' Marketing Board. [6th Floor - Periodical PER SB 387.8 O67 O57]

Seagram Museum Collection RG 490 Brock University, James A. Gibson Library, Special Collections and Archives.

Separated Materials (detailed records available):

Ontario Grape Growers' Marketing Board, *Newsletter*. Vineland, Ont. : The Board, [19--]-2002. [Special Collections - Periodical SPCL PER FC 3140.7 V57 N48 /1981-1982/ /1984-2002/]

Ontario. Ministry of Agriculture and Food. Economics Branch. *Seasonal fruit & vegetable report*. DOC CA2 ON AG61 S22 no.278-285, 286A, 287A

The Ontario Grape Grower. Special Collections - Periodical SPCL PER SB 387.8 O67 O57 V.9,No.2,1976. V.14,No.3,1981. V.15,No.1,3-4,1982. V.16,No.1,4,1984. V.17,No.1-4,1985. V.18,No.1,3-4,1986. V.19,No.1-4,1987. V.20,No.1-3,1988. V.21,No.1-4,1989. V.22,No.1-2,1990. V.23,No.1-2,1991. V.24,No.1,3,1991-92. V.25,No.2-3,1993. V.26,No.1-4,1994. V.27,No.1-3,1995. V.28,No.1-2,1996. V.29,No.2,1997. V.32,No.1,2000.

What's up Niagara Periodical SPCL PER FC 3144.1 O58 W5
[V.7,no.8],1988-V.13,no.2,1994