



BC Wine Grape Council 2018 AGM

Wednesday June 20, 2018 - 8:00 – 11:00
Okanagan College – Penticton Campus

Join us for two dynamic presentations and learn about BC Wine Grape Council projects and opportunities!



Roger Sugden, Professor and Dean at UBC's Faculty of Management, and Director of the Regional Socio-Economic Development Institute of Canada (RSEDIC).

Presentation: BC wine territory identity and the potential for post-secondary education to support industry development.

Background: Since 2012, UBC-KEDGE has been collaborating with industry stakeholders to support development of the BC wine territory. At a series of workshops across the province in Fall 2017, and at the UBC-KEDGE Wine Leaders Forum Spring 2018, they worked with industry participants on actions, needs, and challenges in support of the continued development of a BC wine territory identity. The presentation reports on key findings and outcomes. The intention is to stimulate emergence of a cohesive voice across the wine territory, supporting each of its regions to develop, recognizing their diversity; and to enable a deeper narrative for industry organizations, regional associations and individual wineries to build upon.



Wesley Zandberg, Ph.D. University of British Columbia, Okanagan, Chemistry Department

Presentation: Two years of smoke-taint research: Efforts to develop predictive tests well before harvest.

Background: Currently, the most reliable way for vineyards or wineries to determine if grapes exposed to forest fire smoke will produce smoke-tainted wines is to perform a small batch fermentation (at or near harvest) followed by sensory analysis. Field studies over two consecutive growing seasons have been conducted and, to date, have indicated that smoke-taint presents itself in grapes/wines in a manner that varies from region to region. Our research also suggests that the way in which smoke-derived, taint-causing compounds are stored within ripening berries must be re-evaluated. Finally, we will discuss how, even in non-smoky years, taint-associated compounds have been discovered in Okanagan grapes (that is, they are naturally produced by *Vitis vinifera*), raising an important question of where to establish a baseline value.

Register by email: info@bcwgc.org

Find more information on our website: www.bcwgc.org/annual-general-meeting

~ Coffee and Refreshments Provided ~