

# Canadian Wine Growers Symposium & Awards 2021

*"The Pandemic: Impacts and Opportunities"*

**Wednesday, July 21, 2021, 1 - 5 pm EST**

Virtual Event, Complimentary Admission

[REGISTER HERE](#)

Featuring presentations by leading research professionals on the emerging political and market trends and the impacts of the pandemic on:

- consumer attitudes and behaviours
- retail/e-commerce
- wine, beverage alcohol, and cannabis
- supporting a culture of moderation (new session)
- social, organic, and environmental sustainability

The symposium will be followed by the annual Canadian/British Columbia Wine Industry Awards.

**Symposium (1 - 4 p.m. EST):**

Joel Aitken, Ecocert Canada: **"Exploring Organic & Sustainable Viticulture and Winemaking in Canada"**

Asad Amin, Ipsos: **"The Great Reset on Engaging with Consumers"**

Perry Tsergas, spark\*advocacy: **"The Right Amount: Wine and Moderation"**

David Coletto, Abacus Data: **"A Pandemic, a Federal Election, and the Return to Normal"**

**Canadian Wine Industry Awards (4 - 5 p.m. EST)**

Wine Growers Canada **WINE INDUSTRY AWARDS** and  
Wine Growers British Columbia **INDUSTRY RECOGNITION AWARDS.**



*Canadian Wine Growers Symposium  
proudly sponsored by:*



Wine Growers Canada  
Wine Growers British Columbia  
Wine Growers Ontario  
Wine Growers Nova Scotia

# PROGRAM

## 1:00pm - 1:45pm - **Industry Welcome & “Exploring Organic & Sustainable Viticulture and Winemaking in Canada”**

**Joel Aitken, Division Manager, Ecocert Canada**



Are you currently producing conventional wines, but would like to know what it takes to transition to organic viticulture and wine production? Perhaps you already operate a well-established organic winery, but wish to learn more about the latest options for enhancing your wines through sustainable agricultural practices? Or, are you seeking clarity on all those industry buzz words such as “organic,” “regenerative organic” and “biodynamic farming?” Please join Ecocert Canada for an exploration of sustainable viticulture and winemaking to meet to growing consumer demand for high-quality organic wines.

## 1:50pm - 2:30pm - **“The Great Reset on Engaging with Consumers”**

**Asad Amin, VP, Marketing Strategy & Understanding, IPSOS**



Canadians' interaction with what they eat and drink continues to change and evolve, particularly as we retreat into our homes. In this highly homebound environment, marketplace attitudes are shifting. As we emerge from this crisis, the time is ripe for a reset on how to engage with Canadian consumers. It remains important to keep your fingers on the pulse of current consumer sentiment, so you can stay ahead of the curve to re-ignite growth rather than merely waiting and reacting to them. Learn key shifts related to consumption behaviour that will, directly and indirectly, impact alcohol consumption in the near future.

## 2:35pm - 3:05pm - **“The Right Amount: Wine and Moderation”**

**Perry Tsergas, President & CEO spark\*advocacy**



For many Canadians the right amount of wine requires education about the glass size and the pour. To remove the confusion and help consumers make informed personal choices about their consumption Wine Growers Canada has developed The Right Amount campaign. Perry Tsergas, president + CEO spark\*advocacy, will walk us through the strategy, our research-tested messaging, and how wineries can be a part of this important campaign.

## 3:10pm - 3:50pm - **“A Pandemic, a Federal Election, and the Return to Normal”**

**David Coletto, CEO, Abacus**



Pollster David Coletto will share his data and perspectives on the mood of the country as we finally shift out of the pandemic and into a likely federal election. Which party has the advantage? What issues will be most important in an election? How are consumers feeling as vaccine numbers rise and the return to normal looks closer than ever? You won't want to miss this engaging presentation chocked full of new data and insights that will help you make better decisions at your business.

## 4:00pm - 5:00pm - **Wine Growers Canada Wine Industry Awards & Wine Growers British Columbia Industry Recognition Awards**

# SPEAKERS



Joel Aitken is Division Manager, Evaluations English Canada with [Ecocert Canada](#), and manages a team of organic inspectors from coast to coast. He started with Ecocert as an organic inspector and completed organic inspection of farms, processors, and input suppliers since 2010 when he completed the IOIA organic inspection training program. He also works as a certification consultant helping start-ups and established businesses develop their organic system plans and record-keeping systems. He has a Master of Science (2014) and Bachelor of Science in Agriculture (2010), both from the University of Guelph. He has completed research on organic farm nutrient cycles and world crops marketing channels in the GTA. He is actively involved in the alternative agriculture sector as a board member of the Organic Council of Ontario and livestock standards technical committee member for the 2020 review of the Canadian Organic Standards. He strives to promote sustainable local food systems in all of his daily activities for the betterment of our ecology, our health and our economy.



Asad Amin is Vice President with [Ipsos](#) and the resident Canadian consumption expert. He leads the syndicated Food and Beverage group which includes the Alcohol Consumption Tracker (ACT) Foodservice Monitor (FSM) and the FIVE tracking studies. Assad is a market research consultant with 20+ years of supplier side experience. His skillset ranges from setup, launch and management of large syndicated studies, brand health trackers and advertising copy tests. He completed his education in the UK, earning his Masters of Science degree in Operational Research from the London School of Economics and Political Science. He also has his Bachelor of Science in Economics from the University of Essex.



Perry Tsergas is President & CEO at [spark\\*advocacy](#) has been active in Canadian politics for over a decade, giving him a wealth of experience and insight into communications and public policy, the people who shape it, and how people are shaped by it. Since 2011 he's worked in public affairs communications and advertising, helping a diversity of clients with new and innovative communications. At [spark\\*advocacy](#), a boutique advertising agency specializing in public affairs communications and campaigns, Perry helps clients figure out what success looks like, who can help them achieve it, and how to inform, educate, persuade, impress, and astonish in order to make it happen.



David Coletto is CEO and founding partner of [Abacus Data](#), a full-service market research and strategy firm based in Ottawa and Toronto. With over a decade and a half of experience in the industry, David has worked with many agriculture and agri-food organizations including Wine Producers Canada, the Canadian Cattlemen's Association, the Dairy Farmers of Canada, Canadian Producer Marketers Association, Sysco Canada, Farm Credit Canada, Food, Health, and Consumer Products of Canada, and the Chicken Farmers of Canada. He earned a PhD in Political Science from the University of Calgary in 2010, is an adjunct professor at Carleton University and host and producer of the podcast [inFocus](#) with David Coletto.

# AWARDS

Join Wine Growers Canada and Wine Growers British Columbia as they honour those that have made an impact on our industry.



## **Wine Growers Canada CANADIAN WINE INDUSTRY AWARDS**

Sponsored by:



### **Canadian Wine Industry Award of Distinction**

The Award of Distinction is the preeminent award for the Canadian wine industry and regarded as the highest form of peer recognition and appreciation.

### **Canadian Wine Industry Champion**

The Wine Industry Champion Award is presented to an individual who has provided exemplary support for the Canadian wine industry through media, research, policy and regulation, education, advocacy or other means, significantly contributing to the overall strength and long-term viability of the industry.

### **Karl Kaiser Canadian Winemaker Award**

The Karl Kaiser Canadian Winemaker Award is presented to an individual who has exemplified leadership in winemaking, has exhibited mentorship with fellow winemakers and others in the industry, and has invested both time and energy towards winemaking excellence.



## **Wine Growers British Columbia INDUSTRY RECOGNITION AWARDS**

### **Industry Recognition Award**

WGBC's Industry Recognition Award is the foremost honour for exemplary support for the British Columbia wine industry. Established in 2013, the award honours a non-winery industry individual, business or organization for support of the BC wine industry and BC VQA Wine through media, research, policy, regulation, education, advocacy or other means significantly contributing to the overall strength and long-term viability of the industry.

### **Award of Distinction**

Established in 2016, the Award of Distinction, recognizes a winery representative for their outstanding leadership, commitment and passion for the advancement of the British Columbia wine industry.