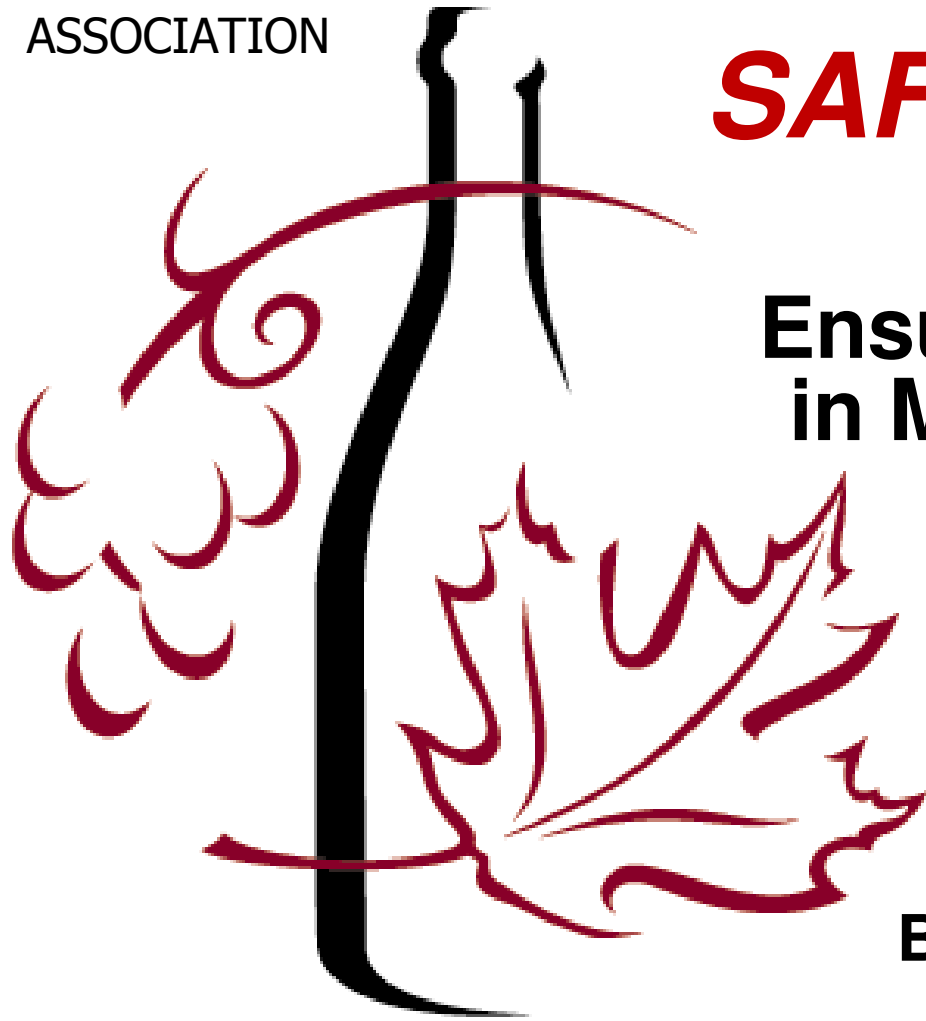


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# ***SAFE WINEMAKING***

**Ensuring Product Safety  
in Modern Winemaking  
Practices**

**BC Wine Grape Council  
10<sup>th</sup> Annual**

**Enology & Viticulture Conference  
Penticton July 20-21, 2009**



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# ***SAFE WINEMAKING***

***An Introduction Workshop  
Presented by the  
Canadian Vintners Association's  
Safe Winemaking Initiative***



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# Agenda

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- Introduction & Overview
- Good Winery Practices/ HACCP
- Discussion Regarding the Implementation of GWPs



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# Workshop Objectives

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- To describe the background & the intent of the voluntary CVA food safety program
- To introduce the CVA Materials such as the Food Safety Toolkit, Workbook and various Templates available to the industry



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# Project Overview

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- A CVA initiative
- Funded by Agriculture Canada to enhance food safety practices
- Wine industry amongst many sectors taking advantage of the program
- Expertise provided by Guelph Food Technology Centre
- A voluntary initiative **not** mandated by CFIA, Health or AAFC



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# Project Overview

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- Developed by the wine industry for the wine industry
  - CVA technical committee consists of estate, small, large wineries in Ontario & BC
  - Industry participation provides in-kind contribution
- Pilot tested in various wineries
- Based on internationally accepted principles



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# Background

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## Why Food Safety For Wineries??





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# WHY ?

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- Be prepared
  - Get ahead of the curve
  - Historically safe product, but can't be complacent
  - Consumers want assurance

## End goal:

Enhance winemaking practices to better assure a safe wine product that consumers trust



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# WHY ?

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- Government wants sectors to help themselves and be proactive
  - Assist wineries with a winery specific approach that works for the wine industry
  - Doesn't try to force fit something borrowed from other sectors



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# Background

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## Phase I (2006)

- Literature Review – Domestic & Global
- Industry survey of Canadian wineries
- Review of findings and needs assessment
- Strategy determination





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# Motivators – Survey Results

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- **Consumers**



- **VQA**
- **Liquor Board Expectations**

- **Own peace of mind**



- **Improving wine quality**
- **Importing Wine**



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# Industry Expectations

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- *Food Safety Initiatives* will reduce risk to customers
- *Traceability Practices* will allow access to international markets
- *Traceability Initiatives* are effective In reducing liability



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# Perceived Challenges

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- Capital & Equipment Costs – E.g. Structural changes, new machinery
- Personnel –
  - Lack of knowledge and commitment
  - Additional personnel may be required
- Other Costs – Training, time, system implementation and maintenance costs





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# Perceived Benefits

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- Perceived Benefits:
  - Easy recall
  - Easy supply control
  - Improved product quality
  - Less complaints
  - Increased training and awareness of product safety

There was a concern that the overall costs of implementation could reduce the actual benefits and a risk/ benefit investigation would be required.



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# Summary of Findings

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- Access to export markets was a primary driver
- Canada has relatively fewer initiatives than other countries
- Good programs are in place for quality, but food safety and traceability programs need improvement
- Knowledge of international programs could be improved



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# Phase I Strategy Meeting

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- Held Sept 2006 to determine project scope and next steps
- Phase I established a need for the CVA and its members to develop a voluntary, easily understood, industry developed and lead the food safety program
- Next - Program Development - Phase II
- Communication & Training - Phase III



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# Project Objectives

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- A comprehensive food safety program for Canadian wineries
- Tools that will enable wineries across Canada to embrace and implement food safety in a manner that is consistent with the CFIA's FSEP program
- Voluntary!



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## Phase II (June 07- Feb 08)

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- CVA TC Training & Kickoff
- CVA Material development, review and approval by the CVA TC
- Toolkit development
- Pilot Program
- Program Revisions



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# Phase II - Outcome

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- The Generic Food Safety Material:
  - CVA Good Winery Practices  
(presentation focus)
  - CVA Generic HACCP Plan Model



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## Phase II - Outcome

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- The *Food Safety Toolkit*:
  - “Quick Start Guide”
  - Self Assessment Tool
  - Good Winery Practices Workbook
  - HACCP Plan Workbook
  - Validation & FS System Maintenance Guide





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# Phase II - Outcome

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- The *Food Safety Toolkit*:
- Workbook format that can function as written protocols
- Can be used either alone, in conjunction with existing written programs or as assessment to help upgrade existing program
- Sample SOPs (procedures) and Record templates



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# The Pilot Program

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- 5 Wineries
- Pilot Objectives
- Feedback from Wineries used to update CVA models and Toolkit



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# Questions?

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Please forward comments and questions to:

Canadian Vintners Association (CVA)

**200-440 Laurier Ave. W.**

**Ottawa, ON K1R 7X6**

Tel: 613-782-2283

Fax: 613-782-2239

E-mail: [info@canadianvintners.com](mailto:info@canadianvintners.com)