

# **BROCK UNIVERSITY MEDIA RELEASE**

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## **It's a hit, and the Triggs Lecture will remain a national affair**

The strong response to expanding this year's Triggs Lecture Series from Ontario's wine country to British Columbia's Okanagan Valley has led organizers to conclude they will stick with the cross-country format.

The Triggs International Premium Vinifera Lecture Series was launched in 2004 to bring international viticulture experts to Ontario's Niagara region to share their knowledge, through vineyard visits and a public lecture relating to vinifera wine grape production.

This year the event was held in Niagara on Aug 24-25, then repeated a week later near Summerland, B.C. Between the two venues, more than 200 grape growers and wine industry officials turned out to hear Glen Creasy, of Lincoln University in New Zealand, talk about maintaining production of high-quality vinifera grapes.

In both of his Canadian stops, Creasy spoke of challenges that face growers in all wine-producing countries, and pointed out the need to balance many aspects of viticulture in order to achieve high fruit quality, healthy vines and good economic returns.

The expanded Triggs series ties in with a national research network between CCOVI in Ontario and Agriculture and Agri-Food Canada's Pacific Agri-Food Research Centre (PARC) in British Columbia.

"It was an overwhelming success," said scientist and researcher Debbie Inglis, Director of the Cool Climate Oenology and Viticulture Institute at Brock University. "This event has evolved to support the wider Canadian grape and wine industry, and we are now on track to keep the Ontario-BC format."

PARC scientist and CCOVI professional affiliate Pat Bowen said favourable comments she heard from attendees suggested that Canadian growers will be experimenting with Creasy's ideas in such areas as cover crops, pruning and fruit crop balance timing.

Created by Brock's CCOVI, the Triggs Lectures are made possible through an endowment by industry leaders Donald and Elaine Triggs, who supported the decision to expand the series to B.C.

The series also received organizational assistance from the newly formed British Columbia Advisory Committee led by the British Columbia Wine Grape Council and industry representatives, whose support was integral to the success of the B.C. events

*For more information, visit [brocku.ca/ccovi](http://brocku.ca/ccovi) and go to "Outreach Services".*

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