



vineland
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Perfect Appassimento Results

Graham Rennie of Rennie Estate Winery in Beamsville, Ontario has purchased one of the first commercialized Appassimento chambers in North America. This method of drying grapes for the wine industry has been developed and delivered to market through a partnership between Ontario manufacturer MTX Postharvest and Vineland Research and Innovation Centre (Vineland).

"I am delighted to be the first winery to order MTX Postharvest's grape drying chamber," said Rennie.

"The chamber will allow me to customize specific settings such as temperature, humidity and airflow speed to produce our ultra-premium wines – Scarpata and "G" Assemblage. The ability to control these settings within a secure, airtight, portable chamber will ensure a perfect Appassimento result for years to come."

"We are excited to have one of Vineland's original partners in the Appassimento research program buying one of our first production units," said Ethan Strawbridge, MTX Postharvest. "Graham has had a great deal of success with his Appassimento offerings. We're confident this new technology will give him even further control over his process."

The 7.2-ton grape capacity Appassimento chamber is a modular, self-contained, controlled environment using a proprietary ventilation technology for slow uniform grape drying (80 to 120 days). Visit mtxpostharvest.com/appassimento.html for additional specifications.

For more information, please contact:
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Appassimento chamber under construction, developed by Vineland and manufactured by MTX Postharvest.



The New World of Floriculture

Vaughan-based grocery chain Longo Brothers Fruit Markets Inc. is partnering with Vineland Research and Innovation Centre (Vineland) to identify ethnic flowers and flower qualities typical among South and East Asian cultures. Vineland's research will identify crops to increase the competitiveness of the Canadian horticulture sector.

The profile of consumers in Canada is changing. Statistics Canada predicts that visible minorities will represent the majority of consumers residing in Toronto (55 per cent of the population) and Vancouver (50 per cent) by 2017. The two largest visible minority groups in Canada today are South Asian and Chinese representing 1.6 and 1.3 million Canadians, respectively. South Asians represent the largest and fastest growing segment.

These new Canadians bring strong cultural traditions many of which are different from those of Europeans, who dominated Canadian

immigration in the past. In many Asian cultures, cut flowers are not only used in bouquets but also in garlands for floral jewellery or for decorating living spaces and temples during festivities. Hindu consumers also use flower heads and petals to create geometrical patterns on the floor called rangoli.

With changing consumer flower preferences comes the opportunity of promoting plants not currently targeted by the Canadian horticulture sector. For instance, in Hindu tradition there is an annual celebration which centres around the Holy Basil plant. Practicing Hindus and Buddhists also keep small altars for daily prayers and offerings typically including food, drink and when possible, flowers. These flowers are either in the form of potted plants placed around the altar or loose flower offerings picked from gardens during the summer.

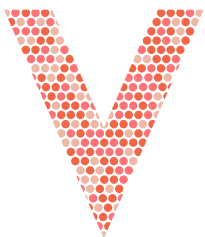
South Asians are a highly diverse consumer group in terms of traditions, religions, languages and flower preferences. For example, the religious affiliations of South Asian-Canadians alone are spread across Hinduism, Sikhism, Islam, Christianity and other religions (Buddhism, Jainism). With each religion, comes a different set of holidays and flower usage. Several holidays celebrated by Asian consumers fall in the traditional "downtime" for the floriculture sector between late summer and Christmas, offering yet another opportunity to the industry.

For more information on this research project, please contact:

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Flower heads and petals used to make a rangoli design.



Bring the Vineyard Home - Pixie™ Grape

"Pixie™ Grape, a versatile indoor/outdoor grapevine, is a must-have edible ornamental and we want to share it with the world," said Chandra Bierhuizen, Sales/Marketing Manager at Sunrise Greenhouses located in Vineland, Ontario. Since 2012, the family-run operation has been marketing this dwarf grapevine in Canada and now their plan is to enter worldwide markets.

Six years ago, Robert Bierhuizen, President of Sunrise Greenhouses and Board Director of Vineland Research and Innovation Centre (Vineland) recognized the ornamental value of the miniature vine and partnered with Vineland to develop new varieties of Pixie™ Grape.

The first variety, Pinot Meunier, was launched in Canada in 2012 to overwhelming demand. Pixie™ Grape is now available in all major supermarkets and garden centres nationwide.

Since then, Sunrise Greenhouses have initiated entry for their product line in France and Japan and are currently undergoing quarantine procedures, required by international regulators, which can take up to two years to complete. "This past year, some plants proceeded to market release in Japan," said Chandra. "Gaining access to markets outside of North America can be lengthy and costly but the rewards can as well be fruitful."

Sunrise Greenhouses have also been active on the U.S. side, approaching California-based Plug Connection for their marketing and sales needs. They shipped over 40,000 Pixie™ Grape plants to the company in the U.S. in 2015.

About Pixie™ Grape

Pixie™ Grape is a new type of *Vitis vinifera* cultivar derived from Pinot Meunier. These



Pixie™ Grape available through Sunrise Greenhouses.

types of grapes are traditionally used for producing wines including champagnes. This ornamental dwarf vine grows 30 to 60 cm in height and produces grape clusters with an average size of 10 cm. In fact, Pixie™ Grape is so small, it can be grown in a coffee cup. Unlike traditional Pinot Meunier vines that can take up to three years to bear fruits, Pixie™ Grape begins producing grapes within the first year of growth.

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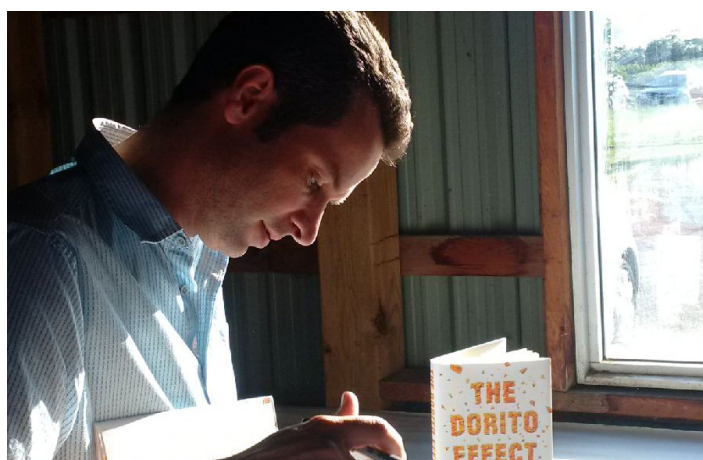
What's Growin' On Open House 2015



Mark Schatzker presenting at the open house.

**"Flavour is the missing element in
modern food, not nutrition"**
- Mark Schatzker

Mark Schatzker, award-winning journalist and author of **The Dorito Effect: The Surprising Truth about Food and Flavour**, brought this topic home when he presented highlights from his research at Vineland's July 22 What's Growin' On Open House.



Mark Schatzker signing his book during What's Growin' On (Photo courtesy of Karen vanWeerden).

Dr. Jim Brandle, Vineland's CEO, welcomed the author and noted in his introductory comments Vineland's Consumer Insights team's commitment to research consumer flavour preferences that guide the selection of new varieties for breeding programs including apples, sweet potatoes, world crops and greenhouse tomatoes.

**"We can get the produce section
to compete with the
processed food aisles"**
- Mark Schatzker



The event was well attended with guests enjoying their evening at the farm.

The event was a success welcoming more than 175 people. Attendees also toured the farm and learned more about three of Vineland's research programs - sweet potatoes, world crops and roses.

Don't miss What's Growin' On Open House 2016. Details will be posted on vinelandresearch.com in late spring.