

## MARKETING & TOURISM BREAKOUT ROOM #1

### General Info:

In this session, you will learn about unique tourism experiences, specialty product branding and programs for your operation that are available in Nova Scotia.

### The Speakers:

The presenters will provide information on tourism experiences and programs and offer in person expertise and resources.

### Industry Collaborators:

Industry collaborators will provide insights in to how these initiatives have been beneficial to the growth of their businesses.

### Taste of Nova Scotia & the Nova Scotia Brand

**Title:** Strong Nova Scotia Brands that connect Quality to our products

**Speaker/Panelist:** Amanda Langley, Business Development, Nova Scotia Department of Fisheries & Aquaculture

**Industry Supporter:** Jerry White, Winery Association of Nova Scotia

**Details:** Amanda will be speaking about two strong Nova Scotia brands that link quality to our local food and beverages.



### Tourism NS

**Title:** Compelling Culinary Experiences grow business

**Speaker/Panelist:** Heather Yule, Experience Development Manager, Tourism Nova Scotia

**Industry Supporter:** Jerry White, Winery Association of Nova Scotia

**Details:** Tourism Nova Scotia has a number of tourism industry partner programs designed to help businesses develop and grow. Heather is here to share with us details of compelling culinary Experiences that grow business.



### Magic Winery Bus

**Title:** Tasteful Adventures in Wine Tourism

**Speaker/Panelist:** David Hovell, Partner and Operations Manager

**Supporter:** Gina Haverstock, Winemaker, Gaspereau Vineyards

**Details:** David will give us insights into North America's only winery tourism destination experience aboard a traditional British Double Decker bus.



## QUALITY, PRODUCTION & SERVICES BREAKOUT ROOM #2

### General Info:

This session will focus on Quality – from the ground up. You will learn about the NSCC's Cool Climate Wine and Viticulture course and NSCC's focus from vineyard to winemaking. We will also hear from Perennia's Wine Quality Specialist on parameters that can help improve the quality of sparkling wines and learn about Acadia's Alab, Sensory lab and other wine initiatives.

### The Speakers:

Following the presenters, you will hear about industry-based accounts and experiences regarding quality, production and services and the benefits of these programs to the industry and individual operations.

### NSCC

**Title:** Cool Climate Wine & Viticulture: From vineyard to winemaking to tourism and research.

**Speaker/Panelist:** NSCC, Don Jardine, Academic Chair, School of Trades and Technology

**Industry Supporter:** Cat Taylor, Assistant Winemaker, Lightfoot & Wolfville

**Details:** Don is joining us to give details on how NSCC is creating customized learning and skills development. He will give us information on Atlantic Canada's first and only commercial teaching winery, wine analysis lab and vineyard at NSCC where they focus on the essentials of growing grapes, the science of wine making and the business of tourism, sales and marketing.



### Acadia University

**Title:** From Chemistry to Cryopreservation: Contributions to Advancing Wine Quality in NS

**Speaker/Panelist:** Peggy Crawford, Manager of Industry Partnerships, Acadia University's Office of Industry and Community Engagement

**Industry Supporter:** Bruce Ewert, L'Acadie Vineyards

**Details:** Peggy Crawford will lead the audience through the various grape and wine related projects and work that Acadia University is involved with.



### Perennia

**Title:** *Quality from Vine to Wine: A Focus on Sparkling Wine*

**Speaker/Panelist:** Neslihan Ivit, Wine Quality Specialist

**Industry Supporter:** Alex Morosov, Assistant Winemaker – Benjamin Bridge

**Details:** Nesli will present details of sparkling wine production & consumption in the world, methods of sparkling wine production and parameters that affect sparkling wine quality.



## SCIENCE & RESEARCH BREAKOUT ROOM #3

### General Info:

If you would like to learn about science and research that is happening right here in Nova Scotia, for our climate, our varieties and our markets, this is the session for you.

### The Speakers:

Learn from researchers and industry leaders who will describe Nova Scotia based research being conducted as well as impacts and considerations for management in your vineyard.

## AAFC

**Title: Working towards sustainable viticulture: Research at the Kentville Research & Development Centre**

**Speaker/Panelist: Dr Deb Moreau, Research Scientist, AAFC**

**Details:** Dr Deb Moreau is with us today to give us an overview of sustainable viticulture and sustainable pest and disease management as well as information about ongoing studies at AAFC.



Agriculture and  
Agri-Food Canada

## Perennia

**Title: Quality from Vine to Wine: Viticultural Decisions**

**Speaker/Panelist: Francisco Diez, Viticulture Specialist**

**Details:** As a cool climate region, using local research data during the growing season is most important for the production of top quality grapes. Francisco will describe specific viticultural practices that can lead to maximum value of your grapes for wine production.



## Grape Growers Association of Nova Scotia

**Title: Bringing Science & Research to the Vineyard**

**Speaker/Panelist: Steve Ells, Grower**

**Details:** Steve Ells is a board member of the Grape Growers Association of Nova Scotia and he is with us today to tell us how GGANS is bringing science and Research to the vineyard through their work.

*Grape Growers Association of  
Nova Scotia*

