



## Bringing the “Collective We” Together

One of the aspects of [Water & Wine](#) that we are most excited about is the diverse community we brought together to develop the content. The representatives from wineries, industry organizations, government agencies, consulting companies, and other organizations that attended the launch event at Peninsula Ridge showcased that dynamic community.

During the launch event, BLOOM conducted a number of interviews with attendees to discuss water's use and importance in Ontario's wine industry, and what can be accomplished by the “collective we”.

## Video

[Interviews with attendees at the Water & Wine Launch Event](#)

[>> WATCH](#)



Making sustainable water use a reality in Ontario's wine industry.



*“Seeing all these industry partners come together to really go towards the same goal which is improved water quality; it’s a win-win situation for everyone.”*

– Kelly Jamieson  
Niagara Peninsula Conservation Authority

*There are processes that can be put in place in order to make your job of being sustainable easier and I think that’s what BLOOM really has brought to the table: change is not something we should be fear but something that is easily embraceable and that will be beneficial to us in the future.”*

– Jamie Evans, Winemaker  
Peninsula Ridge Estates Winery

# Contact

---

For more information on Water & Wine, visit [waterandwine.ca](http://waterandwine.ca)  
or contact

[waterandwine.ca](http://waterandwine.ca)

Jay Mullin

[jmullin@bloomcentre.com](mailto:jmullin@bloomcentre.com)

905.842.1115 x 224

---

*Water & Wine is a practical online platform designed to meet the water needs of Ontario winemakers. By improving water performance, wineries can reduce costs, mitigate risks, and better prepare for growth.*

The logo for Bloom, featuring the word "bloom" in a stylized, lowercase font with a large, white, circular shape behind the letters.

**BLOOM is a leading authority in the area of applied sustainability.**

**[WWW.BLOOMCENTRE.COM](http://WWW.BLOOMCENTRE.COM)**

1540 Cornwall Road, Suite 213, Oakville, On, L6J 7W5  
BLOOM@bloomcentre.com  
905.842.1115