



That question led to Spring Release in Vancouver, a popular annual event that now attracts 400 consumers and 400 trade professionals, all eager to sample the new barrels of fermented elixirs from the Bench. Loyal followings of association-organized wine tastings are growing in Victoria and Calgary.

Being a collective also allows the wineries to make a bigger statement when lobbying the government to change laws. Recently a convoy of tractors slowed down traffic on the Bench as wine farmers displayed a unified, frustrated voice about restrictive inter-province wine trade regulations.

"Wine is such a product of its place," says Cynthia, who expects to be crushing grapes in September instead of October this year. Besides preparing for an unusually early harvest, she will also be reaping other benefits — thanks in part to her collaboration with her competitors. Producing 6000 cases of wine annually, Laughing Stock Vineyards always sells out. And that's nothing to laugh about.



Tiffany Burns

A former broadcast journalist who has worked for CBS, ABC and CBC, Tiffany began covering financial news when she was based in Toronto, working for CityTV and Cable Pulse 24. The UBC graduate's career has seen her report on a wide variety of topics, including directing and producing a feature documentary about a controversial undercover police tactic, Mr. Big.

Besides her work for You Inc, Tiffany is also creative director for the fashion/lifestyle website Blue Besos. In between, she tries to find time to work on a novel about the TV news industry.

Her favourite interview ever was with cellist Yo Yo Ma.