

March 25, 2022

CL 6-2022, March 24, 2022

DISTRIBUTION LIST

SENT ELECTRONICALLY

RE: Motion respecting Ontario's Entrepreneurial Wine Industry

Regional Council, at its meeting of March 24, 2022, passed the following motion:

WHEREAS the Ontario wine industry supports directly and indirectly over 18,000 full-time equivalent jobs; and Niagara is Ontario's largest wine growing region responsible for over 90% of Ontario's grape production;

WHEREAS, with 2.4 million annual visitors, Niagara's wine sector has developed unique experiential destination tourism, enhanced by the proximity to Niagara Falls;

WHEREAS to build back a stronger, more sustainable economy, there is a need to unlock the potential of Ontario's grape and wine industry; and

WHEREAS Regional Council passed a similar motion in February 2021; however, the issues still remain unresolved.

NOW THEREFORE BE IT RESOLVED:

1. That Niagara Region once again **CALLS** on the Province of Ontario to create a level playing field and to provide Ontario's entrepreneurial wine industry with opportunities to invest more into innovation and job creation while providing consumer choice and convenience for the purchase of Ontario wines;

2. That the Regional Chair **BE DIRECTED** to send another letter to the Province again urging the following be undertaken:

- a. Eliminate the 6.1% wine basic tax applied to VQA wines (100% Ontario-grown) on sales at onsite winery retail stores;
- b. Enable Ontario wines to offer direct delivery, with margin, to grocery stores;
- c. Establish long-term VQA wine support programs at the LCBO that would increase shelf space for VQA wines and;

Hon. Premier Doug Ford
Hon. Peter Bethanfaly, Minister of Finance
Hon. Lisa Thompson, Minister of Agriculture, Food and Rural Affairs
Local Area Municipalities