



OFFICE OF THE LORD MAYOR

Town of Niagara-on-the-Lake

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March 31, 2022

The Honourable Doug Ford
Premier of Ontario
Queen's Park
Toronto, ON M7A 1A7

EMAIL: premier@ontario.ca

Dear Premier Ford,

RE: Ontario's Entrepreneurial Winery Industry

Please be advised the Council of The Corporation of the Town of Niagara-on-the Lake, at its regular meeting held on March 28, 2022, approved the following resolution:

"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;

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-on-the-Lake Council 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 Lord Mayor BE DIRECTED to send a letter to the Province 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;*
 - d. *Uncap the VQA Wine Support Program through the Ontario Ministry of Agriculture, Food and Rural Affairs; and*
3. *That this motion BE CIRCULATED to municipalities in Niagara, the Premier of Ontario, Minister of Finance, and Minister of Agriculture, Food and Rural Affairs."*

Thank you for your time and consideration of this important matter.

Sincerely,



Betty Disero
Lord Mayor

cc: The Honourable Peter Bethlenfalvy, Minister of Finance
The Honourable Lisa Thompson, Minister of Agriculture, Food and Rural Affairs
Local Area Municipalities