

February 26, 2021

SENT ELECTRONICALLY

Regional Municipality of Niagara
1815 Sir Issac Brock Way, PO Box 1042
Thorold ON L2V 4T7

Attention: Ann-Marie Norio, Regional Clerk

Dear Ms. Norio:

RE: SUPPORT FOR WINE SECTOR

Please be advised the Council of The Corporation of the Town of Niagara-on-the Lake, at its regular meeting held on February 22, 2021 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;

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

AND WHEREAS COVID-19 has had significant impacts on Ontario's wine industry – a key contributor to Niagara's economy and tourism sector;

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

NOW THEREFORE BE IT RESOLVED:

1. *That Niagara Region 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 Province be urged undertake the following:*
 - a. *Eliminate the 6.1% tax applied to VQA (100% Ontario-grown) wines on sales in the 2021 Budget;*
 - 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. *Eliminate import taxes on 100% Ontario VQA wines*

3. *That this motion be circulated to municipalities in Niagara, Premier of Ontario, Minister of Finance, and Minister of Agriculture, Food and Rural Affairs.*

If you have any questions or require further information please contact our office at 905-468-3266.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Peter Todd', with a stylized flourish extending to the right.

Peter Todd, Town Clerk

Cc: The Honourable Doug Ford, Premier of Ontario premier@ontario.ca
The Honourable Peter Bethlenfalvy, Minister of Finance peter.bethlenfalvy@pc.ola.org
The Honourable Ernie Hardeman, Minister of Agriculture, Food and Rural Affairs
ernie.hardeman@pc.ola.org
Local Area Municipalities