

March 5, 2021

CL 4-2021, February 25, 2021
PEDC 2-2021, February 17, 2021
PDS-C 10-2021, February 17, 2021

DISTRIBUTION LIST***SENT ELECTRONICALLY*****RE: Motion respecting Support for the Wine Sector**

Regional Council, at its meeting of February 25, 2021, approved the following motion from its Planning & Economic Development Committee:

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 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:
 - Eliminate the 6.1% tax applied to VQA and 100% Ontario-grown wines on sales in the 2021 Budget;
 - Enable Ontario wines to offer direct delivery, with margin, to grocery stores;
 - Establish long-term VQA wine support programs at the LCBO that would increase shelf space for VQA wines and;
 - Eliminate import taxes on 100% Ontario VQA wines
 - Continue working towards more equitable inter-provincial trade on wines
3. That this motion **BE CIRCULATED** to municipalities in Niagara, Prince Edward County and Lake Erie North Shore and to the Premier, Minister of Finance and Minister of Agriculture, Food and Rural Affairs, Grape Growers of Ontario, Wine Council of Ontario, the local MPs and MPPs.

Yours truly,



Ann-Marie Norio
Regional Clerk
:me

CLK-C 2021-030

Distribution List:

Hon. Premier Doug Ford
Hon. Peter Bethanfaly, Minister of Finance
Hon. Ernie Hardeman, Minister of Agriculture, Food and Rural Affairs
Dean Allison, MP, Niagara West
Chris Bittle, MP, St. Catharines
Tony Baldinelli, MP, Niagara Falls
Vance Badawey, MP, Niagara Centre
Jeff Burch, MPP, Niagara Centre
Sam Oosterhoff, MPP, Niagara West
Jennifer Stevens, MPP, St. Catharines
Wayne Gates, MPP, Niagara Falls
Local Area Municipalities
The County of Prince Edward
Township of Pelee
Town of Amherstburg
Town of Kingsville
Municipality of Leamington
Municipality of Chatham-Kent
Municipality of West Elgin
City of St. Thomas
Town of Aylmer
Grape Growers of Ontario
Ontario Craft Wineries (formerly Wine Council of Ontario)