

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)