

To: Ann-Marie Norio, Clerk, Region of Niagara
From: Councillor Sendzik

Motion for consideration at Planning and Economic Development Committee:

SUPPORT FOR WINE SECTOR

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;

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 (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

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.