



# Grape Growers of ONTARIO

January 8, 2019

Ms. Ann-Marie Norio  
Regional Clerk, Niagara Region  
1815 Sir Isaac Brock Way  
Thorold, ON L2R 7C2

Dear Ms. Norio:

The Grape Growers of Ontario (GGO) is the official organization operating under the Farm Products Marketing Act that represents all of Ontario's 500 processing grape growers of 17,000 acres of vineyards, including 180 wineries. The Ontario Grape and Wine Industry delivers a significant \$4.4 billion economic impact to the province including \$2.97 billion business revenue, \$870 million in wages, 18,000 jobs, \$522 million in tax revenue, and attracts 2.4 million tourists generating \$847 million of tourism-related economic impact. Niagara is home to 75% of Ontario's grape growers.

You may be aware that the Government of Ontario has announced its plan to modernize alcohol sales by expanding the sale of beer and wine to corner stores, grocery stores and big-box stores, based on market demand. The GGO believes that this decision represents a significant opportunity for our municipalities and Ontario wine regions to grow a more robust grape and wine industry. However, we need to ensure that the retail model supports the local 100% Ontario-grown industry so that we can continue to provide economic benefit to our local communities.

We ask Region of Niagara to pass a resolution and to send a letter to the Provincial Government and area MPPs in response to the public consultation on the [Modernization of Alcohol Sales](#) in support of 100% Ontario-grown grapes and wine. The consultation concludes February 1, 2019.

Yours truly,

Matthias Oppenlaender  
Chair, Grape Growers of Ontario

c Jim Bradley, Chair, Regional Municipality of Niagara  
Sam Oosterhoff, MPP, Niagara West  
Jennifer Stevens, MPP, St. Catharines  
Wayne Gates, MPP, Niagara Falls  
Jeff Burch, MPP, Niagara Centre  
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