

Presentation to the Wine Council of Ontario



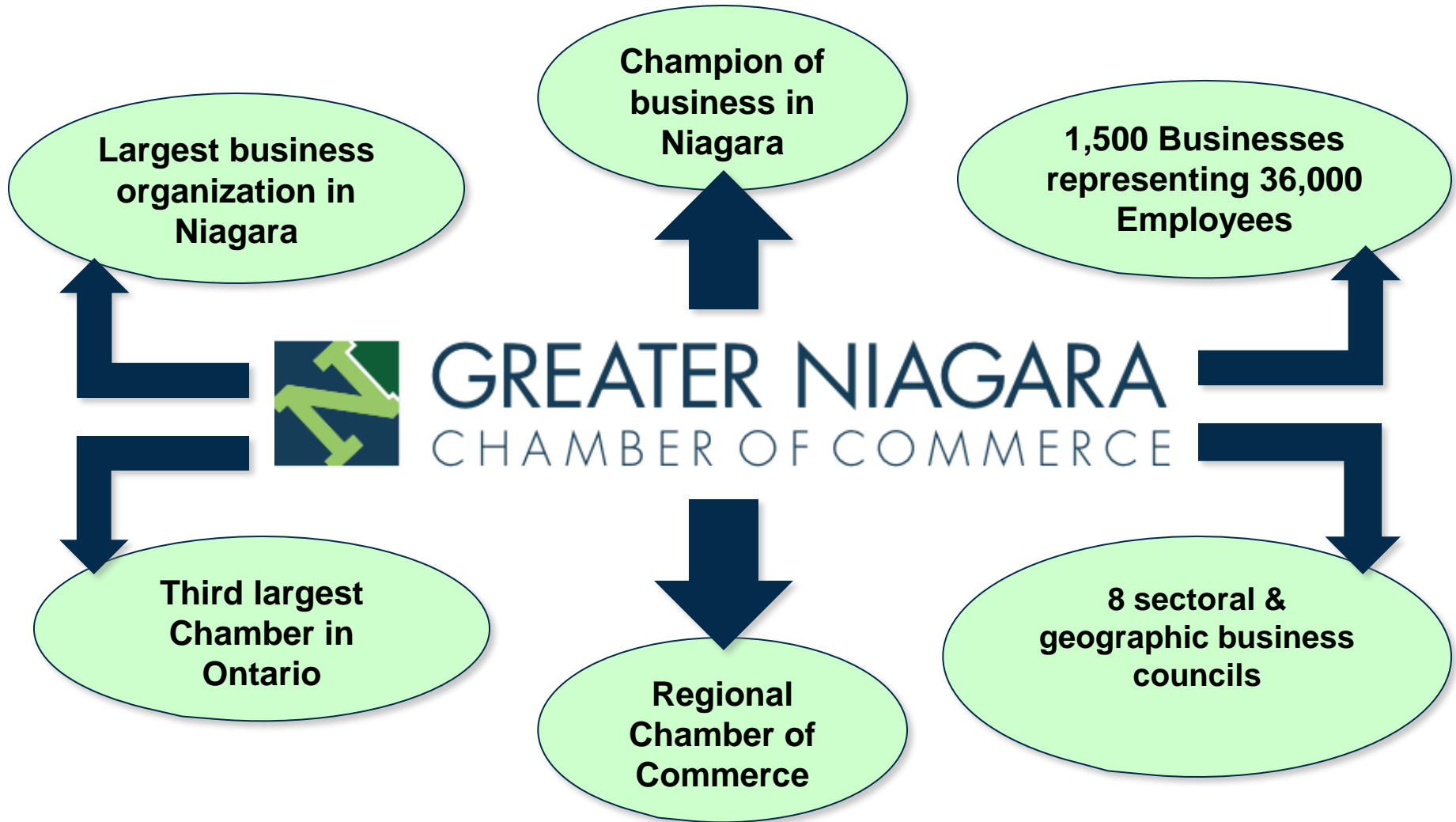
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Greater Niagara Chamber of Commerce
26/02/14

Presentation Outline

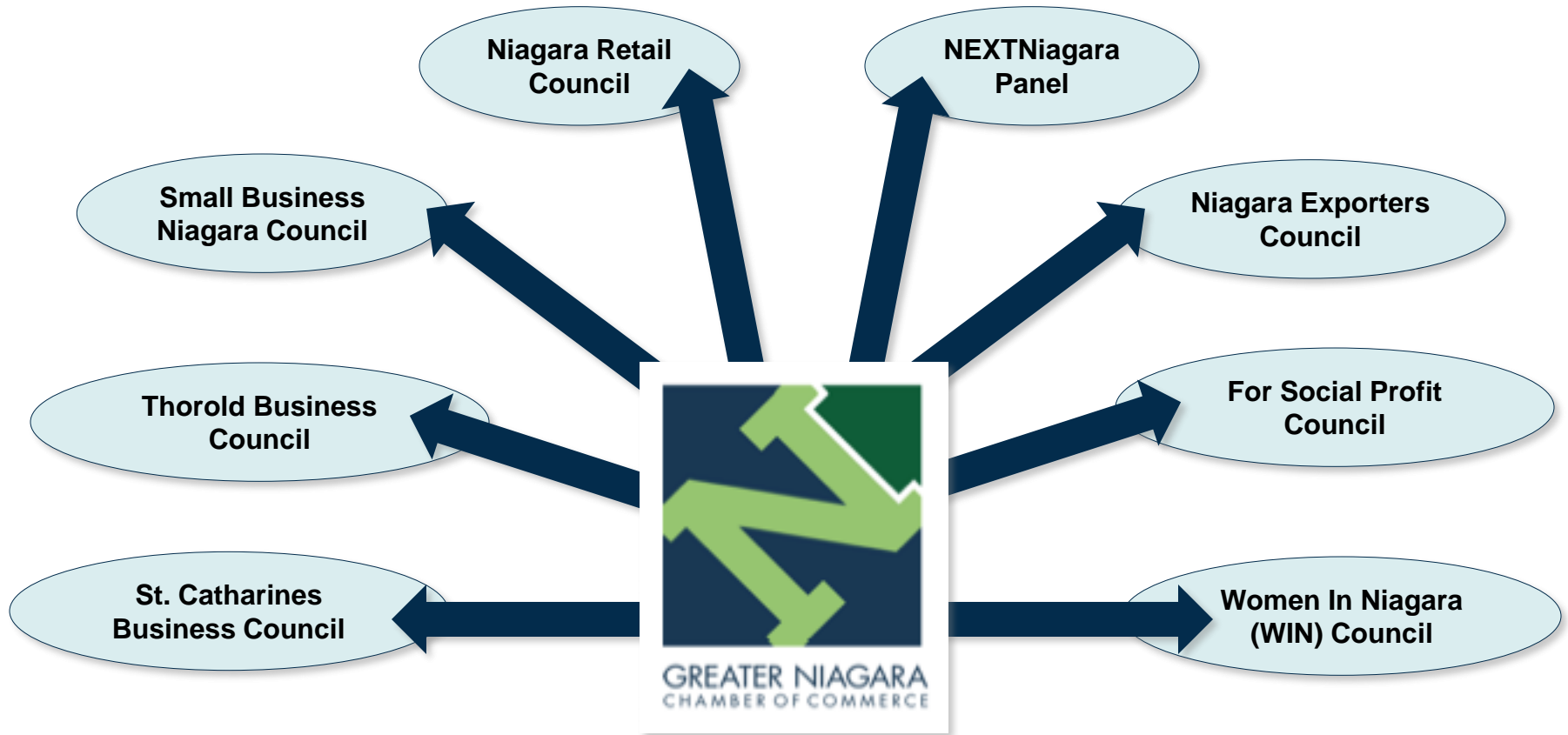
- **Background**
- **Federal Advocacy**
- **Provincial Advocacy**
- **Regional Advocacy**



Who We Are...



Organizational Structure



- Allow individuals to order wine via the internet or phone and have it shipped directly to them
- Ordering direct from the winery facilitates greater consumer choice and an opportunity for the Canadian wine industry to gain further access to the domestic market
- Amendment of the federal *Intoxicating Liquor's Act* allowing for inter-provincial wine trade once provincial regulations are set

- A study conducted by KPMG and commissioned by the Wine Council of Ontario found that the sale of a litre of Ontario wine added \$4.29 in value to the Ontario economy.
- Advocated that the province demonstrate a commitment to reducing inter-provincial trade barriers by working with all provinces and territories to remove prohibitive regulations related to the direct sale and delivery of 100 per cent Ontario made VQA wines.

- *Retail Business Holidays Act (1990)* is Administered by the Ministry of Consumer Services (MCS) it establishes holidays recognised as common day of rest for businesses and employees
- Advocated to Amend the *RBHA* in order to give all retailers the choice to remain open on - Family Day, Victoria Day, Canada Day, Labour Day, Thanksgiving Day
- Amend *RBHA* to give all on-site and off-site winery retail stores the choice to remain open on - Good Friday, Easter Sunday

- Worked with Regional Council on agricultural value-added activities and implementation at the lower-tier and within the regional policy plan.
- Engagement with Niagara Escarpment Commission and Ministry of Natural Resources to modernize processes and adopt business friendly approaches.

Thank You

