



WINE COUNCIL
OF ONTARIO



WCO TOWN HALL MEETING

Calamus Estate Winery
October 29, 2014

AGENDA

1. **Welcome and Chair's Update** – Allan Schmidt will provide an overview on our work at the Wine Council on several critical issues and other key discussions where the Wine Council plays a critical role
2. **LCBO Presentation** – Marie Capone
3. **AGCO Presentation** – Duncan Gibson will provide an update on the AGCO Policy Review
4. **Retail Access** – Len Pennachetti will provide an update on the preliminary findings of the Ed Clark process which were announced 2 weeks ago; this includes developments in our pursuit of an alternative retail channel
5. **Small Winery Working Group on LCBO issues** – Barry Katzman will provide an update.
6. **Public Relations** – Magdalena Kaiser will provide an update on current initiatives.
7. **New Business**
8. **Next Meeting – Town Hall Meeting – Wednesday, February 25, 2015**
9. **Adjournment**



CHAIRS UPDATE

◉ WCO New President Richard Linley

- ◉ Start Date November 24th
- ◉ Senior Director GVT Affairs – Canadian Beverage Assoc.
- ◉ Senior Policy Advisor to Minister OMAFRA
- ◉ Senior Policy Advisor to Minister Natural Resources
- ◉ Special Assistant to Minister of OMAFRA
- ◉ Legislative Assistant to MOE (2004)

- ◉ Master Degree in Public Policy
- ◉ Bachelor degree in Political Science

- ◉ *Additional WCO HR news .*



CHAIRS UPDATE

Ont Gvt Wine Strategy - Secretariat process

- ◎ Up to \$75 million over 5 yrs starting April 1 2015
 - VQA Support Program (Import margin relief)
 - VQA Marketing program
 - OVIP program
 - *** *Pending final Treasury Board approval* ***
- ◎ All programs moving to one ministry - OMAFRA
- ◎ Wine industry agreement on a path forward on a new collaborative approach to delivery of Wine Country Ontario , VQA Marketing program.
- ◎ Marketing Committee timeline for hiring of a new Chief Marketing Officer.
- ◎ Final stages of program \$ allocations and targets



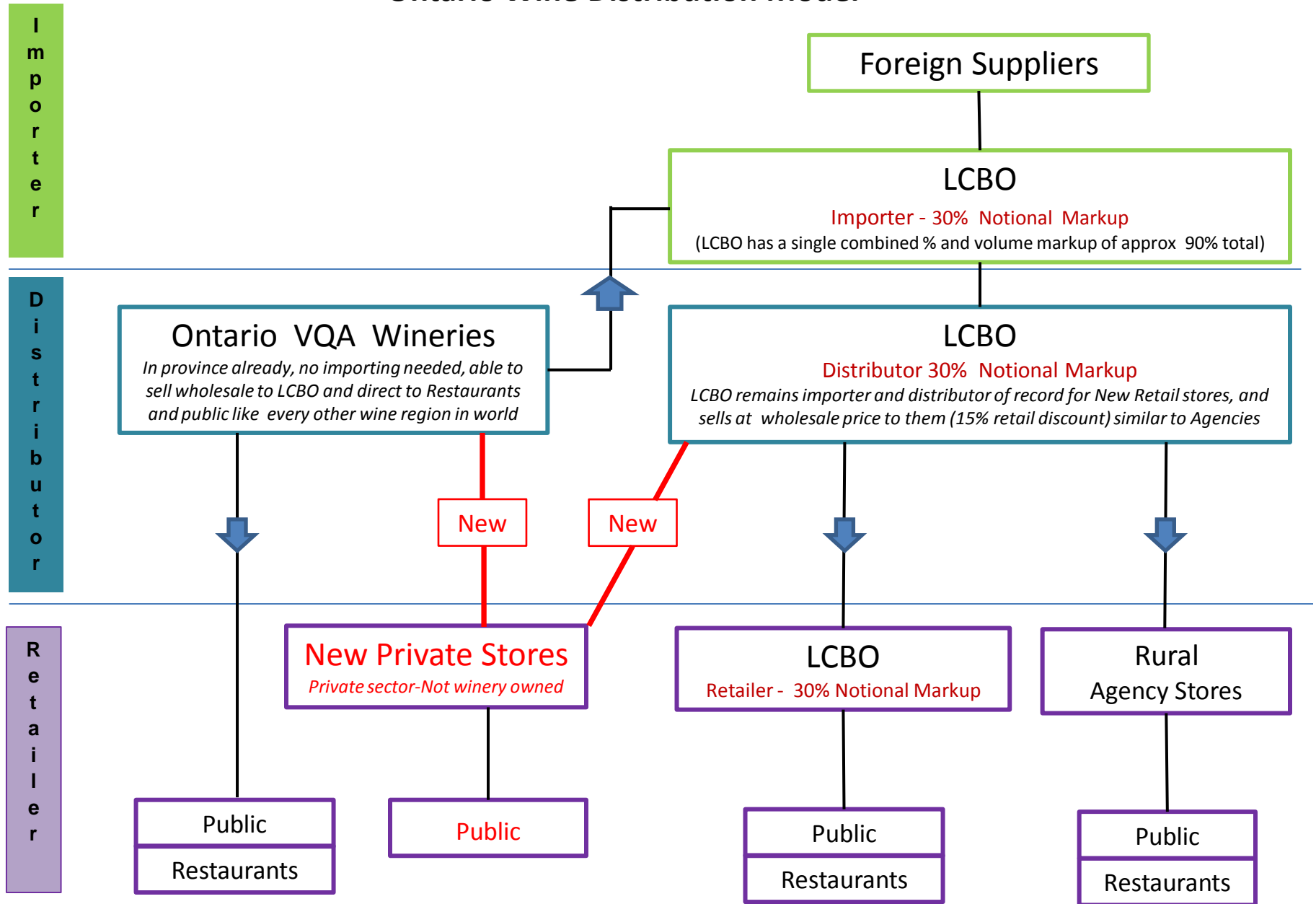
WCO UPDATE

Retail Access Update

- ◉ C.D. Howe Institute Report
- ◉ Premiers Advisory Council on Government Assets
 - Ed Clarks initial finding report (October 17th speech)
 - No sell off or privatization of LCBO, but a strong drive to increase revenues for the province.
 - Frequent reference to market “Fairness” issue as the foundation for many recommendations .
 - Recommends more “Open Competition” in the market with Private Wine stores.
- ◉ Post speech meeting with Clark and Deloitte, has us involved in creating the new framework for change.



Ontario Wine Distribution Model



ADDITIONAL RETAIL ACCESS

Documentary on the history of the Ontario liquor distribution system

⦿ Entitled “ Straight Up “

- www.kickstarter.com/projects/1641143810/straight-up-the-issue-of-alcohol-in-ontario?ref=discovery

⦿ Public screenings of Video scheduled

- Niagara College Wednesday Nov 5th
- Hamilton Film Festival Nov 6th
- Waterloo – Princess Twin Cinema Nov 12th

⦿ All wineries invited to attend along with Media

