

November 14, 2011

ACTION is needed to ensure elected officials know there is strong support for Bill C-311 from wineries across Canada.

As active members of the Canadian Vintners Association, the Wine Council is encouraging all winery owners and winery employees across Canada to participate in a letter writing campaign to your federal MP and your provincial MPP to build support for Bill C-311.

Bill C-311 is an important next step in facilitating the legal delivery of product direct to consumers across Canada. Though we are encouraged by the support of MP's for this initiative, it is critical that we as wineries and our staff reinforce this message with the elected officials.

The Bill provides a unique and important opportunity to amend the *Importation of Intoxicating Liquors Act* (IILA) of 1928, and establish a reasonable personal allowance in support of direct-to-consumer delivery of wine across provincial borders.

TIME SENSITIVE: Please send your letters by November 18TH. Bill C-311 moves from 2nd Reading to the Committee stage of the legislative process within the next 20 business days!

Attached are two model letters which you may wish to use as a template. The first is designed for the signature of the winery Owner-CEO and the second is for winery employees. Simply copy and paste the contents of the model letters onto your own letterhead and update the items highlighted in red. If you are only issuing the Owner-CEO letter, it's recommended that you include the signatures of your winery staff (see attached template).

We are tracking the number of letters the industry sends in. Please send a quick email to Hillary Dawson at hillary.dawson@winesofontario.org to let us know how many letters you and your staff have submitted.

Contact information for your Member of Parliament can be found on the Parliament of Canada home page by entering your postal code in the middle of the screen. Mail the letter to your Member of Parliament's Ottawa, Ontario office. No postage is required if you use this address.

Email is the most effective form of contact for provincial MPPs. Contact information can be found below:

jbradley.mpp.co@liberal.ola.org – Hon. Jim Bradley, St. Catharines
kccraitor.mpp.co@liberal.ola.org – Niagara on the Lake
dduncan.mpp.co@liberal.ola.org – Hon. Dwight Duncan, Windsor Tecumseh
tim.hudakco@pc.ola.org – Tim Hudak, Niagara West Glanbrook

Some MPP's don't have their emails fully active. They can be reached by mail per the addresses below:

Taras Natyshak, MPP
Essex
316 Talbot Street North
Essex, Ontario N8M 2E1

Rick Nicholls, MPP
Chatham--Kent--Essex
Suite 100
111 Heritage Road
Chatham, Ontario N7M 5W7

Todd Smith, MPP
Prince Edward Hastings
P.O. BOX 575
Belleville, Ontario K8N 5B2

We are also asking all wineries to take the time to send a letter to the Members of the House of Commons Finance Committee (listed below) which will be reviewing Bill C-311. The address is the same for each MP and delivery is free.

(XXXXXX)
House of Commons
Ottawa, Ontario

House of Commons Finance Committee

James Rajotte (Chair)
Hon. Scott Brison (Vice Chair)
Hoang Mai (Vice Chair)
Randy Hoback
Mark Adler
Malcolm Allen
Wayne Marston
Alain Giguere
Brian Jean
Cathy MacLeod
Shelly Glover
Peter Julian
Dave van Kesteren

Please do not hesitate to contact Hillary directly if you have any concerns or questions. We look forward to a strong show of support from Ontario's VQA wineries in favour of this important initiative.

WCO Address

It is apparent from our incoming mail that many members have not updated their mailing records to our new address - many still use our old office address in St. Catharines. To ensure we don't miss any correspondence from you – please ensure you have updated your

accounting or other mailing records for our new address: **4890 Victoria Ave North, PO Box 4000, Vineland Station, L0R 2E0.**

Save the Date – Retail Training Program

Part of the Marketing Plan is to have advanced level of retail training for year-round, and retail managers. This program will be developed and delivered by Shaun Belding of Belding Skills Training and Development. This ½ day session will focus on Customer service, creating the customer experience and selling skills as well as touching on coaching and leadership skills. **SAVE the DATE** for November 29th in Niagara and a second date depending on interest. Each session is a ½ day so we will offer 2 sessions per day to allow for manageable group size. Stay tuned for more information in the next week.

Wine Country Ontario Travel Guide Survey

As we start the process for next year's guide – we are asking for feedback from wineries that participated in the 2011 edition.

Please complete the short survey <http://www.surveymonkey.com/s/6QRZZPR> If you have any questions, please contact Regina Foisey at regina.foisey@winesofontario.org

Subsidy Available for Period 7 LCBO in-store tastings

Reminder to send in your Period 7 Submission form for subsidy for tastings conducted at LCBO stores by 3rd Party tasting companies. Deadline is **Nov 30th, 2011**. If you have any questions, concerns or need the forms, please contact Regina at 905-562-8070 ext 227 or email regina.foisey@winesofontario.org

Used Wine Barrels?

The WCO is looking to have barrels decorating and 'hiding' the poles of the tents at our Experiential Tasting activations planned for this winter.

If you have access to any old, rustic barrels we can use for this – most likely you won't get the barrels back. Let Regina (regina.foisey@winesofontario.org) know if you can 'donate' some barrels for this purpose – we will need 6 -8 in total. We will arrange to pickup.

Wine for WCO for Promotional Purposes

Thank you to all that have responded and supplied wine! If you have not, we could still use more for this purpose. The WCO responds to requests from various groups (government, charities, promotional tastings, etc.) to supply wine for smaller events/opportunities. As part of your membership, we ask members on occasion to supply a case of wine to us. We 'ran down' our inventory of wine prior to our office move, but now need to refill our supply.

Prior to the Town Hall meeting last week, we asked members to bring 1 case of wine to the meeting. Thanks very much to the wineries that did so. For those members who did not, could we ask that you bring/send 1 case of wine to the WCO office as soon as convenient.

WCO Social Media campaign

Be sure to submit your winery's event to www.winesofontario.org/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site.

Export Funding for SME's

AgriMarketing Program (AMP) Funding 2012-13. This week, CVA coordinated the distribution of AMP funding applications for small and medium sized enterprises (SMEs). There are federal dollars available for eligible wineries with an export strategy; up to \$50,000 for the period 2012-13. Agriculture and Agri-Food Canada (AAFC) runs the program and requires that all applications be made through the Canadian Vintners Association (CVA). There are two deadlines to be mindful of:

- December 19, 2011 completed applications have to be submitted to CVA
- January 6, 2012 CVA has to have a roll-up of all applications submitted to AAFC

If you are interested in this program and would like an application package please contact Luke Harford at 613-755-2736 or lhaford@canadianvintners.com.

AMP also provides funding to associations for industry export promotion. The CVA and its regional counterparts are working toward submitting an application for funds to cover 2012-13 activities such as the Canadian Wine Initiative and bringing sommeliers and wine writers from target markets to Canada. The industry has benefited from this program in prior years but this year's application process is going to be slightly different. This week, AAFC officials held a webinar to go through new performance management metrics it will be introducing with the 2012-13 funding arrangements. Based on what CVA understands from the webinar, the new metrics will make it easier to track and report on the impact the funding has on Canadian wine exports.