



April 22, 2021

The Honourable Peter Bethlenfalvy  
Ministry of Finance  
7 Queen's Park Crescent, 7<sup>th</sup> Floor  
Toronto, ON M7A 1Y7

Email: [Peter.bethlenfalvyco@pc.ola.org](mailto:Peter.bethlenfalvyco@pc.ola.org)

**Re: Reform the Ontario Wine Industry**

Dear Minister Bethlenfalvy,

At the Regular Council Meeting held on April 6, 2021, the Town of Essex Council reviewed the attached correspondence received from the Town of Niagara-on-the-Lake urging the Province of Ontario to consider taking action ahead of its 2021 budget, to reform the Ontario Wine Industry. As a result, the following resolution was passed:

R21-04-132

Moved by Councillor Verbeek

Seconded by Deputy Mayor Meloche

**That** the correspondence from the Town of Niagara-on-the-Lake regarding the reform of the Ontario Wine Industry be received and supported; and

**That** a letter of support be sent to the Province of Ontario to show Town of Essex's support of the province taking actions ahead of its 2021 to reform the Ontario Wine Industry.

**Carried**



I trust you will find this satisfactory. If you have any questions or comments please feel free to contact the undersigned.

Yours truly,

A handwritten signature in black ink, appearing to read "R. Auger", with a long horizontal flourish extending to the right.

Robert W. Auger, L.L.B.  
Town Solicitor, Legal and Legislative Services/Clerk  
[rauger@essex.ca](mailto:rauger@essex.ca)

c.c. Town of Niagara-on-the-Lake  
Email: [betty.disero@notl.com](mailto:betty.disero@notl.com)



**OFFICE OF THE LORD MAYOR**

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March 9, 2021

Hon. Peter Bethlenfalvy  
Ministry of Finance  
Frost Building S 7th Floor  
7 Queen's Park Cres.  
Toronto, ON M7A 1Y7

Dear Minister Bethlenfalvy,

I am writing to you in support of the Niagara Region Council's motion to urge the province to consider taking action ahead of its 2021 budget, to reform the Ontario Wine Industry. The Council of the Town of Niagara-on-the-Lake voted unanimously in support of this motion during our February 22 meeting.

In Niagara-on-the-Lake, the wine industry represents a large part of our economy and significantly contributes to the over-all prosperity of our Town. Our wineries have had to be highly innovative in order to stay afloat amid COVID-19, all while remaining cooperative in following preventative measures and obeying emergency orders. This pandemic has only magnified challenges already faced by this industry.

The necessary reforms are as follows:

- Eliminate the 6.1% tax applied to VQA (100% Ontario-grown) wines on sale 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;
- Eliminate import taxes on 100% Ontario VQA wines and;
- Remove inter-provincial trade barriers related to sale of wines across provincial borders.

Thank you for your time and consideration of this important matter.

Sincerely,

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Betty Disero  
Lord Mayor

CC: Premier Doug Ford  
MPP Doug Downey, Attorney General  
MPP Sam Oosterhoff, Niagara West  
MPP Jennie Stevens, St. Catharines  
MPP Jeff Burch, Niagara Centre  
MPP Wayne Gates, Niagara Falls  
Mayor Sandra Easton, Town of Lincoln  
Mayor Walter Sendzik, City of St. Catharines  
Mayor Steve Ferguson, Prince Edward County  
Mayor Drew Dilkens, City of Windsor  
Mayor Larry Snively, Town of Essex  
Mayor Ray Durocher, Township of Pelee