



OFFICE OF THE LORD MAYOR

Town of Niagara-on-the-Lake
1593 Four Mile Creek Road, P.O. Box 100, Virgil, ON L0S 1T0
905-468-3266 • betty.disero@notl.com

www.notl.org

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,

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