

**DISTRICT 3 AND 4a TOWN OF LINCOLN AND GRIMSBY  
STRUCTURAL CHANGE MEETING**

**Beacon Harbourside Inn  
January 14, 2009  
7:00 p.m. – 9:00 p.m.**

Board and Advisory Team Members in attendance: Bill George Jr., Trevor Falk, Steve Pohorly, Bill Schenck, Doug Hernder, Matthias Oppenlaender.

Attendance: 81

Staff in attendance: Debbie Zimmerman, Nick Hubbard, Mary Jane Combe

Grower Suggestions:

Market Access

- Need LCBO at the table – increase Ontario wine sales through LCBO
- MEP – small wineries need it to help get into LCBO
- Fine wine stores –affluent purchaser also buying imports
- Trade issues
- Buyer important – recession, buy cheaper wines (Fusion)
- Separate CIC in the LCBO –imported wine section
- Market access for small wineries
- Public support needed – educate consumer re: content, share of \$
- Market Access, level playing field – chance at the LCBO
- Wine on grocery shelves
- 2-3 off site stores for small wineries (NY state)

## Government Policy

- \$12 m gov't grant for working groups re: strategic plan
- Short term challenge to over supply – Wine Content
  - Gradual increase of Ontario content – price & taste profile
- Consumer confusion over CIC
- Government Policy – taking money out of the industry
  - Need for phase in of change to content
- Product of origin on label
- Interprovincial trade – can ship to U.S. and not between provinces
- Need assurance that gov't will implement recommendations
- Crop Insurance – need to recognize premium
- Go Local promotion – CIC shouldn't be part of these promotions
- Greenbelt Foundation help us with Government - lobby
- Relax restrictions for start up wineries (vineyard acreage) to create more opportunities for buyers of grapes

## Governance

- Winery tank space issue
- Adjust sugar schedule
- Sugar Schedule – not enough incentive at high end
- Can't be all things to all people – Industry needs a focused market strategy
- Growing quality – more than sugar
  - GGO strategy & Wine Producer's Association participation?
  
- Add a winery to the GGO Advisory group
- “with privilege goes responsibility” – re: WRS –formula access to WRS related to purchase of Ontario grapes
- GGO market grapes outside of Ontario
- WCO should represent Ontario produced wine – conflicting interests
- Small growers –difficult to maintain contracts with wineries
- Greenbelt –obligation for government
- GGO/ WCO – relationship between grower & winery and organizations
- Quantify uncontracted/ rejected grapes in 2008

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