

**DISTRICT 4c PRINCE EDWARD COUNTY
STRUCTURAL CHANGE MEETING**

**Cherry Valley Community Hall
January 17, 2009
3:00 p.m. – 5:00 p.m.**

Board and Advisory Team Members in attendance: Bill George Jr., Steve Fernick, and Matthias Oppenlaender.

Attendance: 17

Staff in attendance: Debbie Zimmerman, Nick Hubbard

Grower Suggestions:

Market Access

- Assess market place issues and the requirements to increase Ontario products sales.
- LCBO constraints to selling Ontario wine.
- VQA wine stores are an alternative to the LCBO
- Level the playing field for all wineries –there is limited opportunity for a post 1993 winery to grow!
- Examine VQA system and selection criteria
- Better educate LCBO staff to aid consumers in differentiating VQA wines from non-VQA.
- Look at incentives for LCBO stores that sell more VQA wines and 100% Ontario wines.
- Action needed to level LCBO playing field between imports and Ontario wines.
- Why create another retail chain with similar 100% Ontario wine market access issues as the current LCBO structure?
- Look at properly informing the public on the “true” current situation of the large two wineries unbalanced access to market share.
- Address stagnant VQA numbers and possible solutions to increasing VQA sales

Government Policy

- Need top down pressure from the Government to the LCBO to make changes
- Review strategies to alter CIC content to more domestic content
- Address bottle labeling issues to insure consumer understanding of CIC and VQA product lines and the domestic content within those products
- Further breakdown the content within CIC blends and label the country of origin pertaining to the imported content.
- Tax discrepancies between VQA and non-VQA wines sold in restaurants.
- Discuss the alteration of MEP cap for post 1993 wineries to aid the smaller wineries.
- LCBO should buy Vincor and remove veto

- Create and deliver economic stimulus package for smaller wineries to make them more market place competitive.
- Address the issue that taxpayer money is paying to promote private membership wines (WCO) and does not properly support the sales of all Ontario wine.

Governance

- MOU 2005 was not adhered to.
- List of concerns from PECWA (see attached)
- Tonnage statistics between pre and post 93 licenses?
- Study BC retail store model to improve Ontario retail market access for 100% Ontario wines.
- Look at the industry issues surrounding the small wineries that may not be represented at the current talks between GGO and WCO; and the need for those to be addressed.
- Look at adding imported literage values in annual report used in CIC wine.

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