

**Wendland, Justine AGRI:EX**

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**From:** Traci Deman <TDeman@winebc.com>  
**Sent:** Friday, February 9, 2018 9:33 AM  
**To:** Minister, AG AG:EX; Minister, JTT JTT:EX; Minister, AGRI AGRI:EX; Oreck, Mira PREM:EX; Pivnick, Evan V LASS:EX  
**Cc:** Mihlar, Fazil JTT:EX; Fyfe, Richard J JAG:EX; Shoemaker, Wes AGRI:EX; Hammond, James JTT:EX; Lalani, Arif AGRI:EX; Mack, James AGRI:EX; Scott, Douglas S AG:EX; Carr, Michelle LCLB:EX; Miles Prodan; Christa-Lee McWatters Bond  
**Subject:** Mitigation measures recommended to The Government of BC  
**Attachments:** Mitigation measures recommended to The Government of BC.pdf

Attorney General Eby, Minister Ralston, Minister Popham

Attached please find BC Wine Institute's recommended mitigation measures related to the recent embargo by the Government of Alberta.

Please contact BCWI President/CEO Miles Prodan at [MProdan@WineBC.com](mailto:MProdan@WineBC.com) (250-762-9744 ext. 101 or 250-863-9379).

Thank you.

Sent on behalf of Miles Prodan by  
Traci Deman  
Office Manager  
[TDeman@WineBC.com](mailto:TDeman@WineBC.com)  
phone. 250-762-9744 ext. 105

The Wines of British Columbia. BC VQA = 100% BC Grapes.

**British Columbia Wine Institute**  
107 - 1726 Dolphin Avenue  
Kelowna, B.C. V1Y 9R9  
[WineBC.org](http://WineBC.org) | [WineBC.com](http://WineBC.com)  
Twitter | Facebook | Instagram: @winebcdotcom  
phone. 250-762-9744  
toll free. 1-800-661-2294  
fax. 250-762-9788



Please consider the environment before printing this e-mail or its attachment.



## **BC Wine Institute (BCWI)**

### **Mitigation measures recommended to The Government of BC for immediate implementation regarding the Alberta Government Embargo February 2018**

#### **BC WINE INSTITUTE (BCWI) POSITION**

We are disappointed that the Alberta Premier and Government are aggressively boycotting BC wineries over a yet-to-be-determined British Columbia government policy in a different sector.

The BCWI asks for BC Government support for the implementation of mitigation tactics to offset the impact Alberta's action has, and will continue to have, on the BC wine industry.

#### **BCWI RECOMMENDATIONS to the PROVINCE of BRITISH COLUMBIA**

1. Funding to assist a BCWI-led challenge of the constitutionality of and Canadian Free Trade Agreement compliance of the recent actions taken by the Government of Alberta and the Alberta Gaming and Liquor Commission (AGLC) to prohibit the importation of British Columbia wines.
2. Activate the BC Liquor Distribution Branch, in concert with BC Liquor Stores (BCLS), to immediately implement a Buy BC: Eat Drink Local program that includes:
  - o Immediate increased support from the BCLS by proactively purchasing small-lot BC wines from local wineries and featuring Buy BC: Eat Drink Local promotions in all BC Liquor Stores.
  - o More shelf space for small-lot wines and additional BC wine SKUs not normally featured in BC Liquor Stores.
  - o Prominent store-front displays and increased general advertising focused on BC craft products, especially products from small and medium sized wineries not normally carried in BC Liquor Stores.
  - o Increased number of local craft product tastings in BC Liquor Stores.
  - o Wholesale prices provided to licenced restaurants in support of a Buy BC: Eat Drink Local campaign on a 60-day trial basis to specifically encourage the sale and promotion of BC wine products in hospitality venues.
3. Immediately repatriate back under industry control and activate the six remaining Special Wine Store (SWS) licences to sell 100% BC products via the grocery channel (i.e. BC VQA Wine Stores). Government has already recognized, and activated, the SWS licences as originating from 60 farm distribution licences grandfathered into NAFTA and ratified by CETA.
4. Funding for a province-wide Buy BC: Eat Drink Local campaign to include BC agri-foods products and all certified 100% BC craft alcohol (i.e. grape wine, beer, cider, fruit wines, and (potentially) distilled products) and to bring attention to local BC products by leveraging media, creating unique events, etc.
5. Funding for programming support to increase BC VQA Wine export sales and expansion of international markets focusing on trade shows, food fairs, sales exhibitions and/or participation in events or missions.
6. Expedite implementation of the recommendations made by the BC Wine Appellation Task Force Group to the Ministry of Agriculture. This will serve to show the BC wine industry that Government supports its initiatives and stands by the industry.

## **BCWI Recommendations**

### **Summary of potential measures to support BC wine industry**

- 1) Announce pending Ministry of Agriculture projects currently in development
  - a. Phase I of long term strategic plan for BC Wine Institute
  - b. Feasibility study for a BC Wine Centre of Excellence
- 2) Increase profile of BC wine through:
  - a. Enhanced profile in government liquor stores
  - b. Proclamation by legislature of BC Wine Month (similar to what is done for Craft Beer)
  - c. Government and industry activities at events, trade missions, and with media
- 3) Increase AGRI market development funding to support BC wineries in developing new domestic and export markets.

Recommendation	Lead	Comments	Proposed Approach
s.13,s.16	JTT/JAG	s.13,s.16	
	LCLB/LDB		

s.13,s.16

s.13,s.16

s.13,s.16

s.13,s.16

LCLB/LDB

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s.13,s.16

LCLB/LDB or  
AGRI

s.13,s.16

s.13,s.16

AGRI

			s.13,s.16
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Page 09 to/à Page 10

Withheld pursuant to/removed as

s.14;s.13

**Ministry of Agriculture  
BRIEFING NOTE FOR MINISTER FOR INFORMATION**

**Appendix 2 – BCWA letter**

**BRITISH COLUMBIA WINE AUTHORITY**

120-888 Westminister Avenue West, Penticton, BC Canada V2A 8S2  
Telephone: 250-49-BCVQA (22872) Toll Free: 1-877-499-2872 Fax: 250-492-2992



June 20, 2017

By email

Mr. James Mack  
Assistant Deputy Minister of Agriculture  
Government of British Columbia  
PO Box 9043, Station Prov Govt,  
Victoria, BC V8W 9E2

Dear James:

**Re: Request for Update on Implementation of BC Wine Appellation Task Group Recommendations**

As you are aware, the BC Wine Authority ("BCWA") held its 2017 Annual General Meeting in Penticton on June 9<sup>th</sup>. The issue of implementation of the Recommendations of the BC Wine Appellation Task Group was a major topic of discussion at the meeting. We provided an update to Members as best we could regarding the status of the implementation of those recommendations that currently remain under active consideration by the Minister of Agriculture, including the fact that the Minister had requested that we engage in further consultations with industry regarding the proposed flat fee for small wineries and the final boundaries for the four new proposed Geographical Indications, and that we had been asked to conclude those consultations and report back to the Minister thereon by the end of the Summer.

Following our update a motion was made from the floor that the BCWA Chair write to the Minister to obtain an update from him regarding implementation of those Task Group Recommendations that remain outstanding. That motion was unanimously approved by all Members in attendance. Pursuant to that motion, and bearing in mind our existing deadline to report back to the Minister by the end of the summer on our ongoing industry consultations, our Members ask if the Minister could please provide to the industry an update regarding the implementation of those Task Group Recommendations that are currently still being considered by him. This update can be provided to us and we can then distribute it to our Members.

Yours truly,

**BRITISH COLUMBIA WINE AUTHORITY**

A handwritten signature in dark ink, appearing to read 'Jeffrey Thomas', written over a horizontal line.

Per: Jeffrey Thomas,  
Chair, Board of Directors

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**CONFIDENTIAL**

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## News Release

For Immediate Release  
[release number]  
[Date]

Ministry of Agriculture

### **Province re-affirms commitment to B.C. Wine with funding for BC Wine Month**

VICTORIA – British Columbians are being encouraged to discover, share and choose B.C. wines in April through a partnership between the Ministry of Agriculture and the BC Wine Institute to celebrate BC Wine Month and support B.C.'s grape growers and winemakers.

"BC's vineyard owners and winemakers produce award-winning wines, while providing good jobs and economic benefits to their communities," said Minister of Agriculture Lana Popham. "Our government is committed to helping winemakers create and expand markets for their products internationally and in our home province, which remains by far, the most important market for B.C. wines."

Along with the proclamation of BC Wine Month in April, the Province has committed \$100,000 to the BC Wine Institute to help in the promotion of BC wine to British Columbians.

"We are grateful for provincial support to promote the many BC grape growers and wineries, most of which are small, family-owned and operated businesses, here at home," said Miles Prodan, President and CEO of the BC Wine Institute. "Celebrating all things grown, crushed, raised and produced in BC, we are working with restaurants, retail liquor stores, tourism organizations including Destination BC, and wineries themselves throughout the province in a collaboration of efforts to support BC Wine Month."

April's B.C. Wine Month campaign will showcase the world-class wines that are produced in B.C.'s recognized wine regions, and beyond. In addition to BC VQA Wine featuring in 119 BC Liquor Stores, there will be sommeliers and chefs teaming up for wine and food pairing events in all 18 BC VQA Wine Stores, multi-chef collaborative BC VQA Wine-paired dinners, as well as a sweepstake competition with a grand prize all-inclusive trip for two to the Chef Meets BC Grape Taste of the Okanagan Signature Event in the heart of B.C.'s wine country.

B.C. Wine Month will also tie into Buy BC: EAT DRINK LOCAL, a dine-out campaign run by the BC Restaurant and Food Services Association that will have BC restaurants and bars highlighting local foods and beverages to customers during May, so British Columbians can experience restaurant takes on B.C.-grown and produced food and beverages.

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**Quick Facts:**

- BC is home to 929 vineyards, including more than 350 licensed wineries
- There are 4,130 hectares of wine grapes grown in BC
- More than 60 grape varieties are produced in the province, including Merlot, Pinot Gris, Pinot Noir, Chardonnay, Cabernet Sauvignon, Gewürztraminer, Cabernet Franc, Syrah, Riesling, and Sauvignon Blanc
- In 2016, BC wine exports increased 4 per cent over the previous year to \$9.7 million shipped to 17 international markets
- The top international markets for BC Wine in 2016 were China (54 per cent), Taiwan (23 per cent) and the US (11 per cent)
- BC's wine industry employs about 12,000 people, and has an economic impact of \$2.8 billion annually on our province's economy.

**Learn More:**

BC Wine Institute - [www.WineBC.com](http://www.WineBC.com)

BC Liquor Stores - [www.BCLiquorStores.com](http://www.BCLiquorStores.com)

April is BC Wine Month NR- <https://news.gov.bc.ca/releases/2018AGRI0010-000209>

Buy BC: EAT DRINK LOCAL: <http://www.eatdrinklocal.ca/>

**Media Contact:**

Dave Townsend  
Government Communications and Public Engagement  
Ministry of Agriculture  
Ph. 250-356-7098

## Wendland, Justine AGRI:EX

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**From:** Smith, Jessica C AGRI:EX  
**Sent:** Wednesday, April 11, 2018 12:25 PM  
**To:** Wendland, Justine AGRI:EX  
**Subject:** Fwd: Wine Task Force NR with amended MLP quote

Please print

Sent from my iPhone

Begin forwarded message:

**From:** "McRae, Meghan GCPE:EX" <[McRae.Meghan@gov.bc.ca](mailto:McRae.Meghan@gov.bc.ca)>  
**Date:** April 11, 2018 at 11:20:31 AM PDT  
**To:** "Smith, Jessica C AGRI:EX" <[Jessica.C.Smith@gov.bc.ca](mailto:Jessica.C.Smith@gov.bc.ca)>, "Godfrey, Sam AGRI:EX" <[Sam.Godfrey@gov.bc.ca](mailto:Sam.Godfrey@gov.bc.ca)>  
**Cc:** "Boelens, Robert GCPE:EX" <[Robert.Boelens@gov.bc.ca](mailto:Robert.Boelens@gov.bc.ca)>  
**Subject:** Wine Task Force NR with amended MLP quote

Hi Sam & Jess,

s.13

Thanks!  
Meghan

## News Release

Ministry of Agriculture

For Immediate Release

[release number]

[Date]

### **BC VQA Wine grows with 4 new regions as B.C. moves on Task Force recommendations**

VICTORIA – BC VQA wines are growing in distinction with four new regions being recognized later this year, along with a commitment from the Ministry of Agriculture to implement the remaining recommendations proposed by the Wine Appellation Task Force, in celebration of BC Wine Month.

B.C. wine drinkers will soon be able to buy VQA wines clearly identified as coming from the Thompson Valley, Shuswap, Lillooet and Kootenays. The four areas are being established as geographic indications, a standard element of appellation systems used around the world that help consumers identify wines in the marketplace, provide assurance as to the origin and quality of the wine, and promote agri-tourism. B.C. currently has six official geographical indications: British Columbia (provincial), Vancouver Island, Gulf Islands, Fraser Valley, Similkameen Valley, and the Okanagan Valley.

“More and more people are starting to recognize the quality and diversity of B.C. wines found throughout our province, from Gewürztraminers in the Cowichan Valley to Rosés in the Creston Valley, and everything in between.” said Minister of Agriculture, Lana Popham. “By helping B.C.’s wine regions identify and promote their products, and making it easier for smaller wine producers to participate in the BC VQA program, B.C. wine drinkers will be able make to more informed choices as they select, enjoy and buy BC wines.”

The use of unregulated geographical indications will be prohibited by participating wineries as well, further strengthening the reputation and assurances that BC VQA wines are as advertised, and made from grapes grown in the regions on their labels. The Ministry of Agriculture will also support industry efforts to identify new sub-geographical indications to help bring more distinction to the multiple wine growing areas of the Okanagan Valley and other regions. Currently, the province only has one official sub-geographical indication, the Golden Mile Bench, near Oliver.

#### Miles

The B.C. government will support smaller operations by establishing flat fees for the BC VQA program for small wineries to ensure participation isn’t cost prohibitive. Currently, over 176 wineries participate in the program, regulated by the BC Wine Authority representing approximately 75 per cent of licensed grape wineries in the Province.

#### Winery quote – new region

The Ministry will need to make regulatory changes to the Province’s Wines of Marked Quality Regulation in order to finalize these changes, which should be complete by this summer. The changes follow recommendations made in 2016 by the BC Wine Appellation Task Group, an industry-led group formed to propose amendments to the Wines of Marked Quality Regulation that represent the interests of all 100% BC Wine Producers, The B.C. government will work with BC wine makers and the Wine Authority to implement the remaining recommendations:

- As a condition of having a winery license producers making wine from 100% B.C. grown grapes be required to become a member of the Authority [i.e. BCWA] and be subject to audits conducted and enforced per the Wines of Marked Quality Regulation.
- Changing the Wines of Distinction category name in the Regulations to British Columbia Wine. Both BC VQA and British Columbia Wine will be allowed to use the geographic indication on their labels
- All wines made from 100 percent B.C. grapes must register as either British Columbia VQA (“BC VQA”) or British

Columbia Wine in  
order to qualify for  
recognition as a Wine  
of British Columbia.

The Province has previously committed \$100,000 to the BC Wine Institute to help in the promotion of B.C. wine to British Columbians, as part of April's B.C. Wine Month campaign. Destination BC committed \$150,000 to tourism marketing over the months of April and May in support of B.C. wineries and wine tourism.

**Quick Facts:**

- BC is home to 929 vineyards, including more than 350 licensed wineries
- There are 4,130 hectares of wine grapes grown in BC
- More than 60 grape varieties are produced in the province, including Merlot, Pinot Gris, Pinot Noir, Chardonnay, Cabernet Sauvignon, Gewürztraminer, Cabernet Franc, Syrah, Riesling, and Sauvignon Blanc
- In 2016, BC wine exports increased 4 per cent over the previous year to \$9.7 million shipped to 17 international markets
- The top international markets for BC Wine in 2016 were China (54 per cent), Taiwan (23 per cent) and the US (11 per cent)
- BC's wine industry employs about 12,000 people, and has an economic impact of \$2.8 billion annually on our province's economy.
- These initiatives in support of B.C.'s wine industry will be developed in the context of B.C.'s existing trade obligations.

**Learn More:**

BC Wine Institute - [www.WineBC.com](http://www.WineBC.com)

BC Liquor Stores - [www.BCLiquorStores.com](http://www.BCLiquorStores.com)

April is BC Wine Month NR- <https://news.gov.bc.ca/releases/2018AGRI0010-000209>

Buy BC: EAT DRINK LOCAL: <http://www.eatdrinklocal.ca/>

Meghan McRae  
Communications Director,  
Ministry of Agriculture  
Government Communications and Public Engagement  
P:250-952-0622

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## APPENDIX A – RELATED INITIATIVES

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There are various initiatives being led by organizations across BC to connect producers with chefs. The table below includes a few of these initiatives from an initial scan:

Initiative	Location	Objective	Lead
<u>Buy BC: EAT DRINK LOCAL</u>	Province-wide	To promote and foster relationships between BC restaurants, chefs, farmers and producers.	Ministry of Agriculture
<u>Farm2Chefs</u>	Thompson Shuswap region	Farm2Chefs contributes to the development of a local food culture and food economy in the Thompson Shuswap region by strengthening the relationship between food producers and chefs to increase the demand for, and supply of local food in the community. To do this, Farm2Chefs will take on roles as an educator, advocate, and facilitator to ensure the successful collaboration of key stakeholders to evolve the local food system.	Member-driven organization comprised mainly of farmers and chefs from Thompson Shuswap region.
<u>The Island Chefs Collaborative (ICC)</u>	Vancouver Island, BC	ICC is a community of chefs and food and beverage professionals with the vision of building a local and sustainable food and agriculture system on Vancouver Island.	ICC Board of Directors
<u>Chef's Table Society</u>	Province-wide	Chef-administered collaborative dedicated to creating a foundation for the exchange of information between culinary professionals.	Member-driven non-profit organization
<u>Farm to Table Dining in Kelowna BC</u>	Kelowna and the Okanagan Valley	To grow word-of-mouth and awareness of Kelowna as a centre for agri-tourism experiences and to catalyze the momentum of the buy local movement.	Tourism Kelowna
<u>Farm to Fork Vernon</u>	Vernon	To increase awareness of local products.	Tourism Vernon

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s.14;s.16;s.13

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## NEWS YOU CAN USE

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For Immediate Release  
2018AGRI0010-000209  
Feb. 14, 2018

Ministry of Agriculture

### **Province supports local wine industry, proclaims April B.C. Wine Month**

VICTORIA – On the heels of Alberta’s boycott of B.C. wines, the B.C. government is ramping up its support for the industry by proclaiming April as B.C. Wine Month, including a special month-long promotion at all public liquor stores.

“B.C.’s wine industry is made up of family-run vineyards and wineries that have chosen farming and wine-making as their passion and their profession,” said Minister of Agriculture Lana Popham. “In addition to delivering fantastic wine, they also provide good jobs in communities throughout the province, and we are proud to shine a spotlight on the work they do and the wine they make. We told British Columbians we would fight for our wine-making community, and devoting an entire month to B.C. wines is a wonderful way to do just that.”

Along with the proclamation of B.C. Wine Month in April, other government initiatives in support of B.C.’s wine industry include:

- Increased opportunities to have B.C. wines in local BC Liquor Stores, including local wines from small and medium producers that are not typically available outside of the wineries.
- Promotion throughout the month with storefront displays.
- A greater variety of in-store tastings of B.C. wines.
- Funding for an expansion of the Buy BC: Eat Drink Local campaign, to further develop partnerships between the BC Wine Institute and the British Columbia Restaurant and Food Services Association.
- Funding to support the marketing of BC VQA wines to new international markets.

While the Province has worked to develop this support, the Ministry of Agriculture has been involved in ongoing engagement with wine producers throughout the province.

“We are grateful for the loyalty and support we have received from the consumers across B.C. and Canada in response to Alberta’s announcement to boycott B.C. wine,” said Miles Prodan, president and CEO of the BC Wine Institute. “We appreciate the Province’s quick response in support of B.C.’s wineries, and we remain resolute in our mission to secure sales opportunities here in B.C. for the many B.C. grape wineries across the province, most of which are small, family-owned-and-operated businesses, and will continue to promote our local world-class products at home and abroad.”

B.C.’s wine industry employs about 12,000 people, and has an economic impact of \$2.8 billion annually.

#### **Quick Facts:**

- B.C. is home to 929 vineyards, including over 350 licensed wineries.

- There are just under 3,900 hectares of wine grapes grown in B.C.
- Over 60 different grape varieties are produced in the province, including Merlot, Pinot Gris, Pinot Noir, Chardonnay, Cabernet Sauvignon, Gewurztraminer, Cabernet Franc, Syrah, Riesling and Sauvignon Blanc.
- In 2016, B.C. wine exports increased 4% over the previous year to \$9.7 million shipped to 17 international markets.
- Ice wine exports were \$1.8 million of the total.
- The top markets for B.C. wine were China (54%), Taiwan (23%) and the United States (11%).
- These initiatives in support of B.C.'s wine industry will be developed in the context of B.C.'s existing trade obligations.

**Learn More:**

BC Wine Institute: <http://www.winebc.com/>

BC Liquor Stores: <http://www.bcliquorstores.com/>

**Contact:**

Dave Townsend  
Government Communications and Public  
Engagement  
Ministry of Agriculture  
250 356-7098

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Connect with the Province of B.C. at: [news.gov.bc.ca/connect](https://news.gov.bc.ca/connect)

### Summary of potential measures to support BC wine industry

- 1) Announce pending Ministry of Agriculture projects currently in development
  - a. Phase I of long term strategic plan for BC Wine Institute
  - b. Feasibility study for a BC Wine Centre of Excellence
- 2) Increase profile of BC wine through:
  - a. Enhanced profile in government liquor stores
  - b. Proclamation by legislature of BC Wine Month (similar to what is done for Craft Beer)
  - c. Government and industry activities at events, trade missions, and with media
- 3) Increase AGRI market development funding to support BC wineries in developing new domestic and export markets.

### Analysis of "Farm to Bottle" recommendations

Recommendation	Lead	Comments	Proposed Approach
s.13,s.16,s.17	LCLB/LDB	s.13,s.16,s.17	
	LCLB/LDB		
	LCLB/LDB		

s.13,s.16,s.17	s.13,s.16,s.17
	LCLB/LDB
	LCLB/LDB or AGRI

s.13,s.16,s.17

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s.13,s.16,s.17

AGRI
LCLB/LDB

s.13,s.16,s.17

s.13,s.16,s.17

LCLB/LDB

	s.13,s.16,s.17
s.13,s.16,s.17	LCLB/LDB

s.13,s.16,s.17

s.13,s.16,s.17  
LCLB/LDB

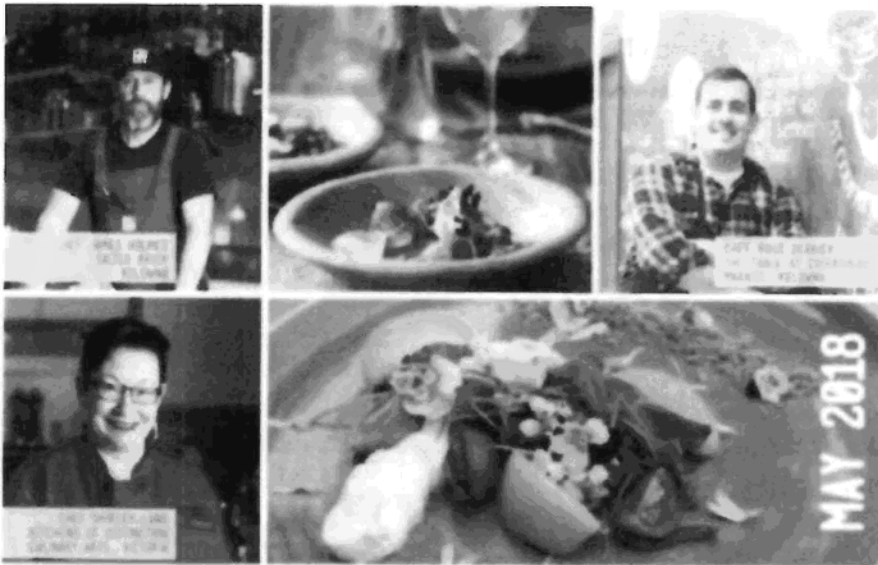
## **Popham, Lana AGRI:EX**

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**From:** Beale, William AGRI:EX  
**Sent:** Tuesday, January 23, 2018 2:00 PM  
**To:** Popham, Lana AGRI:EX; Smith, Jessica C AGRI:EX  
**Subject:** FW: Front and Back Postcard Concept-Buy BC: Eat Drink Local

The half pager for Eat Drink Local is below. Front would be just the photos and the back would have the text.

My feedback would be that the front side should give away the purpose of the card a bit more. There is currently just the "be part of the promotion" in small text. Might need a stronger message to get folks to oick it up?



BC RESTAURANTS BUY BC:  
BE PART OF THE PROMOTION.

**EATORINKLOCAL.CA**


HOW IT WORKS:

**JOIN THE PROMOTION:  
EATORINKLOCAL.CA**

The Ministry of Agriculture's **Buy BC: EAT DRINK LOCAL** campaign, delivered in partnership with the British Columbia Restaurant and Food Services Association (BCRFA), provides diners across BC with the opportunity to sample regional BC cuisine, and connect local producers with restaurateurs and chefs who are developing feature menus that highlight locally grown and produced foods. Buy BC: EAT DRINK LOCAL is an investment in the future of food and a way to enable consumers to easily identify local, seasonal and sustainable food.

With local food on the table, diners will experience fresher and tastier food that stimulates our local economy. **Simply put, BC Tastes Better and we want everyone to know it!**

Restaurant Participation just \$250  
BCRFA Members are \$175.  
Email: [info@bcrfa.ca](mailto:info@bcrfa.ca)



Miles Prodan, BC Wine Institute

Thank you for your letter of February 9, 2018, proposing recommendations for how the provincial government can work with the BC Wine Institute to support the BC wine industry. Restrictions by the Government of Alberta against BC wine pose a serious and immediate economic impact on BC wineries, but it also presents an opportunity to profile BC wine to domestic and international markets.

To help profile our collective efforts, the Government of BC is considering proclaiming April as “BC Wine Month”. As part of this, we would like to move immediately in partnership with the BC Wine Institute on the following of your recommendations:

- 1) Activate the BC Liquor Distribution Branch, in concert with BC Liquor Stores, to immediately implement a Buy BC: Eat Drink Local program. The BC Liquor Distribution Branch is prepared to begin working with the BCWI on:
  - Proactively purchasing small-lot BC wines from local wineries and featuring Buy BC: Eat Drink Local promotions in all BC Liquor Stores
  - More shelf space for small lot wines and additional BC wine SKUs not normally featured in BC Liquor Stores
  - Prominent store-front displays and increased general advertising focused on BC craft products, especially products from small and medium sized wineries not normally carried in BC Liquor Stores
  - Increased number of local product tastings in BC Liquor Stores
- 2) Through the BC Ministry of Agriculture, provide funding for a province-wide Buy BC: Eat Drink Local campaign to include BC agri-foods products and all certified 100% BC craft alcohol (i.e. grape wine, beer, cider, fruit wines and potentially distilled products) and to bring attention to local BC products by leveraging media, creating unique events, etc.
- 3) Through the BC Ministry of Agriculture, provide funding for programs to increase BC VQA Wine export sales and expansion of international markets focusing on trade shows, food fairs, sales exhibitions and/or participation in events of missions.

I have asked Wes Shoemaker, Deputy Minister of Agriculture, and Doug Scott, Associate Deputy Minister, Attorney General, to contact you to begin work on these initiatives.

We feel that these are the best opportunities to make an immediate difference for BC wineries. I do want to be clear that the province is considering the other proposals you have put forward, such as implementing the BC Wine Appellation Task Group recommendations and has engaged Mark Hicken government’s Liquor Policy Advisor to engage industry on matters such as wholesale pricing for the hospitality sector.

I will keep in touch with you as we progress on these initiatives. Please contact me if you have any questions or concerns.

Minister Popham