

ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE

Ministry of Jobs, Trade and Technology
Date: February 26, 2018
Minister Responsible: Hon. Bruce Ralston

Alberta boycotts B.C. wines

SUGGESTED RESPONSES:

- We will be continuing to pursue our challenge under the Canadian Free Trade Agreement.
- Our government has stood up for B.C. jobs and B.C. businesses throughout this dispute.
- Alberta's action to ban B.C. wine was an unfair and illegal attack on our industry.
- We're happy that Alberta has discontinued the ban, but that doesn't change the nature of their attack.
- We will continue to assert our rights through the courts and under the Canadian Free Trade Agreement.

If asked about whether we will continue our trade challenge under the CFTA:

- We will be working with our stakeholders to confirm that B.C. wine is in fact making its way back into Alberta.
- Our wine industry is an important contributor to our economy, creating good jobs for people in B.C.
- Alberta's actions were an unfair and illegal attack on B.C.'s wine industry, which is why we will be continuing our challenge under the Canadian Free Trade Agreement.

If asked about the B.C. Wine Institute's Challenge:

- We support the B.C. Wine Institute in their independent legal challenge.
- They're doing what they feel is necessary to protect their members and industry.

If asked whether alcohol is included in the CFTA:

- **Yes. Liquor is covered by the Canadian Free Trade Agreement, which generally requires Parties to act in a non-discriminatory manner.**
- **The Agreement also established an alcoholic beverages working group that is to examine and recommend ways to further enhance trade in this area, for example, how new technologies may improve consumer choice.**

If asked about the loss of future jobs from the Trans Mountain Pipeline expansion:

- **We have a commitment to create jobs, and also an obligation to protect B.C.'s interests. Our government's duty is to strike a balance between job creation and protecting our environment and economy.**
- **The Province will fulfil its duty of meaningful consultation with Indigenous people concerning this project, including consultations on potential impacts to Aboriginal rights and title – a responsibility that has been identified in a number of court cases.**
- **Until these consultations are completed in a way that meets the Province's legal obligations, work on the project on public lands cannot proceed.**
- **If the company does not meet the Province's high standards of environmental protection, permits will not be issued and plans will not be approved.**
- **We're actively assessing the tools available to us to chart a path forward that protects B.C.'s coast and the jobs that depend on it.**

BACKGROUND:

On February 22, 2018, the Alberta government announced it's suspending its boycott on B.C. wine imports after B.C. Premier John Horgan and Environment Minister George Heyman announced a court action on the Trans Mountain pipeline issue. Despite Alberta's decision to suspend its wine boycott, the formal trade challenge B.C. initiated on February 19th under the Canadian Free Trade Agreement (CFTA) will continue because B.C. believes Alberta's boycott on importing B.C. wines violates numerous provisions of the CFTA.

On February 19, 2018, in a move aimed at protecting and supporting the province's wine producers, Minister of Jobs, Trade and Technology Bruce Ralston announced the Province is formally challenging Alberta's ban on B.C. wines through the CFTA's dispute settlement

ADVICE TO MINISTER

process. B.C. notified the Government of Alberta by letter that it's formally requesting consultations under the CFTA.

The Province has examined its options by conducting a trade analysis.^{s.14}

s.14 By banning the import of B.C. wine, Alberta seems to be disregarding obligations under the Canadian Free Trade Agreement (CFTA) and the New West Partnership Agreement (NWPTA). For example:

- Alberta is obligated to consult with B.C. and business stakeholders on any measure that may have a significant effect on trade or investment. Notably, their failure to do so contrasts with the trade consistent approach B.C. took in its pre-notification and consultation of proposed regulations to mitigate the harms of potential bitumen spills.
- Alberta's proposed measures would contravene its obligations to avoid measures that discriminate against B.C. goods or impair trade and investment, unless the measure can be justified as a legitimate objective (e.g., necessary to protect the environment).

Now that B.C. has initiated a trade dispute:

- B.C. has taken the first step by requesting consultations under the Canadian Free Trade Agreement. Consultations can take up to 120 days.
- If consultations fail to resolve the matter, B.C. could request the formation of a dispute resolution panel to hear and judge the case. The panel procedures are governed by the rules of the respective Agreement.
- Parties are expected to abide by the recommendations of a Panel Report.
- In the event that B.C. is successful and Alberta does not implement the Panel recommendations, B.C. could request that a compliance panel be convened to determine whether Alberta has complied and, if not, could assess a monetary award and/or authorize retaliatory measures of equivalent economic effect.
- Any monetary award issued for non-compliance is enforceable in the courts.

On February 14, in support of B.C.'s wine industry, the Minister of Agriculture announced that April has been declared as B.C. Wine Month, including a month-long promotion of B.C. wines at public liquor stores and funding for a Buy B.C.: Eat Drink Local campaign to further support the industry in face of Alberta's wine boycott.

On February 10, 2018, media reported Premier Notley has formed a task force on the issue, including New Brunswick Premier Frank McKenna and former Deputy Premier Anne McLellan. In addition, media reported former B.C. Premier Christy Clark saying the Province's review of the Kinder Morgan Trans Mountain pipeline project is illegal and is putting future jobs at risk. Media are also reporting that federal officials, ministers and Prime Minister Trudeau had been negotiating with Alberta and B.C.

Also on February 10, the Province placed black and white ads in the 4 major B.C. newspapers to promote B.C. wines. The estimated total cost of the ad campaign is \$36,980 and will be made public as part of Public Accounts.

This issue began on February 6, 2018, when Alberta Premier Rachel Notley announced her government will immediately boycott all imports of B.C. wines. Notley claims that in 2017, Alberta imported 17.2 million bottles of wine from B.C., amounting to \$70-million per year paid to B.C. wineries. Notley's move to ban B.C. wine sales at Alberta's public liquor stores is in

retaliation to B.C.'s call for further review of the oil-spill risk from the Kinder Morgan Trans Mountain pipeline expansion, a move that could delay the project Alberta sees as vital to its economy.

Communications Contact: Lara Perzoff/ Tasha Schollen

Program Area Contact: Janna Jesse/ Steve Anderson/ Jamie Hammond

Alberta Suspends Boycott of B.C. Wines

KEY MESSAGES

Ministry of Jobs, Trade and Technology

Confidential

February 26, 2018

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- Our government has stood up for B.C. jobs and B.C. businesses throughout this dispute.
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- We're happy that Alberta has discontinued the ban, but that doesn't change the nature of their attack.
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- The Agreement also established an alcoholic beverages working group that is to examine and recommend ways to further enhance trade in this area, for example, how new technologies may improve consumer choice.

If asked about the loss of future jobs from the Kinder Morgan expansion:

- We have a commitment to create jobs, and also an obligation to protect B.C.'s interests. Our government's duty is to strike a balance between job creation and protecting our environment and economy.
- The Province will fulfil its duty of meaningful consultation with Indigenous people concerning this project, including consultations on potential impacts to Aboriginal rights and title – a responsibility that has been identified in a number of court cases.
- Until these consultations are completed in a way that meets the Province's legal obligations, work on the project on public lands cannot proceed.
- If the company does not meet the Province's high standards of environmental protection, permits will not be issued and plans will not be approved.
- We're actively assessing the tools available to us to chart a path forward that protects B.C.'s coast and the jobs that depend on it.

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NEWS RELEASE

For Immediate Release

Ministry of Jobs, Trade and Technology

2018JTT0008-000236

Feb. 19, 2018

Province takes further action to protect B.C. wine industry

VICTORIA – In a move aimed at protecting and supporting the province’s wine producers, Minister of Jobs, Trade and Technology Bruce Ralston has announced that the B.C. government is formally challenging Alberta’s ban on B.C. wines through the Canadian Free Trade Agreement’s (CFTA) dispute settlement process.

“B.C.’s wine industry is an important contributor to our economy, creating good jobs and other economic benefits for people in B.C.,” Ralston said. “We’re standing by our wine producers and the communities that rely on this important industry by launching a formal trade dispute, and we are confident we will be successful.”

The Province has notified the Government of Alberta that it is formally requesting consultations under the CFTA regarding Alberta’s actions to ban the sale of B.C. wine. This will be the first formal dispute to occur under the new CFTA.

“Alberta’s actions threaten the livelihood of the families that have worked so hard to build B.C.’s world-class wine industry,” Ralston said. “These actions are inconsistent with Alberta’s obligations under the CFTA, and we will protect our reputation and the interests of British Columbians.”

In addition to this trade challenge, the Province is supporting B.C.’s wine industry by proclaiming April as B.C. Wine Month. Government is also increasing 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. Funding is also being made available for the Buy BC: Eat Drink Local campaign, and to support the marketing of BC VQA wines to new international markets.

Quick Facts:

- B.C.’s wine industry employs about 12,000 people, and has an economic impact of \$2.8 billion annually on the province.
- 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.
- More than 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% 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%)

Learn More:

To learn more about the Canadian Free Trade Agreement, visit:

<https://news.gov.bc.ca/factsheets/factsheet-canadian-free-trade-agreement-cftaww.something.com>

Contact:

Media Relations

Ministry of Jobs, Trade and Technology

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Connect with the Province of B.C. at: news.gov.bc.ca/connect

Ministry of Jobs, Trade and Technology
Questions and Answers
Formal CFTA Trade Dispute
January 19, 2018

1. You've now launched a formal trade dispute with Alberta under the Canadian Free Trade Agreement (CFTA). What exactly does this mean?

- B.C. believes that Alberta's boycott on importing B.C. wines violates numerous provisions of the CFTA, and has decided to launch a formal complaint.
- This is the first step in fighting Alberta's unfair actions, and consultations between B.C. and Alberta should start immediately.
- We are confident that we will succeed.

2. What is the specific complaint behind the formal trade dispute?

- Alberta's boycott on our wines discriminates against British Columbia's wine industry and restricts its movement across provincial boundaries.
- This contravenes Alberta's obligations under the Canadian Free Trade Agreement.

3. What part of the CFTA does B.C. believe Alberta is violating?

- A preliminary assessment of the Measures indicates that the following provisions of the CFTA are most relevant in the circumstances:
 - Article 201 (Non-Discrimination)
 - Article 301 (Right of Entry and Exit)
 - Article 316 (Non-Discrimination)
 - Article 317 (Commercial Considerations)
- If during consultations other provisions of the CFTA appear to be applicable we may add them.

4. Your critics are saying that a trade war with Alberta doesn't serve the interests of British Columbians at all. What is your reaction to that?

- Unlike the Opposition, we are standing up for B.C.'s interests in this unfair attack.
- The wine industry is an important contributor to B.C.'s economy, creating jobs and other economic benefits for British Columbians.
- I'm disappointed the Opposition has sided with Alberta, while we have sided with B.C. wine producers.
- The B.C. government has an obligation to protect the interests of British Columbians and industries that are part of our strong, sustainable economy.

5. What if you lose this challenge? Where would you go from here?

- B.C. believes that Alberta's boycott on importing B.C. wines violates numerous provisions of the CFTA, and our complaint will now be formally heard.
- We are confident that our challenge will be successful.
- We are working closely with B.C. wine producers to continue to support them during this unfair attack.
- There is an avenue for appeals under the CFTA however, I won't speculate on the outcome of this matter now that we've initiated formal proceedings.

6. Why did B.C. choose to launch this request under the Canadian Free Trade Agreement and not the North West Partnership Agreement?

- Alberta's trade actions have national consequences. The CFTA impacts all provinces and territories.
- Every provincial government in Canada should be concerned if one province can unilaterally inflict economic harm on another just because they don't like something.

- In this circumstance, Alberta has taken unilateral action because they don't like that B.C. is undertaking consultations on a matter that has environmental consequences for B.C., Canada and the entire Pacific region.
- If the wine boycott goes unchallenged, another province or territory could face similar treatment, simply because another province doesn't like something.

7. Some people are saying that the Kinder Morgan pipeline project is a done deal and this wine dispute is about the BC government's effort to stall the pipeline. How do you respond to that?

- The Alberta government has reacted inappropriately to a legitimate effort by our government to assess the implications to the environment from the potential impacts of diluted bitumen spills.
- Our government is merely seeking to consult with British Columbians on proposed regulations to protect our environment, through improved spills prevention, response and recovery measures.
- The B.C. government has an obligation to protect the interests of British Columbians and industries that are part of our strong, sustainable economy.
- B.C. has determined that Alberta's boycott of B.C. wines into Alberta is inconsistent with Alberta's trade obligations under the Canadian Free Trade Agreement.

8. You're the minister responsible for job creation. Don't you think stopping the Kinder Morgan pipeline project will take away future jobs from British Columbians?

- Our government is protecting the tens of thousands of jobs that rely on a clean environment.
- And we are investing in creating good jobs in sectors and communities across the province.

9. Are you concerned that Alberta will try to impose further sanctions against B.C. and can they even do that now that you've launched this formal challenge?

- Launching this formal request for consultations is the right thing to do. It is our hope that this action will help achieve a positive resolution.
- I am not going to speculate as to what Alberta may or may not do.
- Our government has an obligation to protect the interests of British Columbians and industries that are part of our strong, sustainable economy.

10. Are you concerned that this wine boycott could end up in the Supreme Court of Canada?

- B.C. has determined that Alberta's boycott on the import of B.C. wines into Alberta is inconsistent with Alberta's trade obligations under the Canadian Free Trade Agreement.
- We're hopeful that by launching a formal request for consultations under the CFTA, all parties can reach a positive resolution.

11. How much of B.C. taxpayer dollars will be spent on this formal trade dispute settlement process under the Canadian Free Trade Agreement?

- It isn't possible to provide an accounting of costs. As you know, the Province has only just filed this request for consultations.
- The B.C. government has an obligation to promote the interests of British Columbians and industries that are part of our strong, sustainable economy.

12. Do you think the wine ads the Province launched over the Family Day long weekend escalated the trade dispute with Alberta?

- The ad campaign was in response to unsanctioned actions taken by Alberta that are in violation of their trade obligations.

- We will continue to promote B.C.'s high-quality wine industry in Canada and throughout the world.
- Total costs for the ad campaign will be reported as part of Public Accounts once all expenditures are finalized.
- I can tell you that the cost of the ads are minimal compared to the importance of B.C. wine producers and the value of the industry to our province.

13. What is the Canadian Free Trade Agreement and how important is it to B.C.?

- Over 40% of B.C.'s total trade is with the rest of Canada.
- The Canadian Free Trade Agreement (CFTA) is an interprovincial trade agreement between all provinces, territories and the federal government.
- The CFTA took effect July 1, 2017, replacing the Agreement on Internal Trade (AIT).
- The CFTA covers most of the service economy, which accounts for 70% of Canada's GDP.

14. What process does B.C. have to follow now that it's formally challenging Alberta's measures through the CFTA dispute settlement process?

- The first step, which we've taken, is to request consultations under the CFTA by contacting the Internal Trade Secretariat, and the other Parties to the CFTA.
- A request for consultations should take place immediately and consultations will take at least 120 days under the CFTA.
- We're confident that by launching a formal request for consultations, we can reach a positive resolution.
- There is an avenue for appeals under the CFTA however, I won't speculate on the outcome of this matter now that we've initiated formal proceedings.

15. What does it mean to be in “consultations”?

- Consultations are the mandatory first step and provide an opportunity for the Parties involved to discuss the matter, share information and make best attempts to come to a satisfactory resolution.
- In this case, consultations began with B.C. sending a letter to Alberta, requesting consultations and summarizing the complaint. The letter is also sent to the other CFTA Parties, as well as to the Internal Trade Secretariat.
- Consultations are led by the Ministry of Jobs, Trade and Technology, working with their counsel and representatives from other relevant ministries or public bodies, in particular those with responsibility for the actual measures at issue.

16. Can other members of the CFTA join the consultations?

- Yes, but they must have a “substantial” interest.
- This means they would have to have a similar measure like the one being challenged, and have entities within their borders that are being harmed by the measure in question.
- In this case, there is not. No other Party has a boycott on B.C. wines and none of their businesses or people are being affected. The measure solely targets only BC wines.

17. Which other provinces are parties to the CFTA?

- All provinces and territories are signatories to the CFTA and therefore parties to the agreement.

18. What happens if the matter isn’t resolved through consultations?

- B.C. believes that Alberta’s boycott on importing B.C. wines violates numerous provisions of the CFTA, and our complaint will now be formally heard.

- There is an avenue for appeals under the CFTA however, I won't speculate on the outcome of this matter now that we've initiated formal proceedings.

19. What are the monetary penalties for governments found to be acting in a manner that is inconsistent with the CFTA?

- Penalties vary based on population. For example, the penalties for larger jurisdictions, such as Alberta, can be up to a maximum of \$10 million.

20. When was the last time a formal dispute was launched under the CFTA?

- This is the first formal dispute to occur under the new CFTA, although many have taken place under the Agreement on Internal Trade, which the CFTA recently replaced.
- The new CFTA took effect July 1, 2017.

21. How do trade agreements involving B.C. impact the Province's procurement practices?

- The Province is subject to several trade agreements, including but not limited to the Canadian Free Trade Agreement (CFTA), the New West Partnership Trade Agreement (NWPTA), and the World Trade Organization's Agreement on Government Procurement (GPA).
- Each of these agreements includes obligations on how the Province conducts its procurement practices and selects its contractors.
- Some of these obligations are reflected in the core policies that all ministries are expected to follow. For example, core policy allows for direct awards without competition under specific circumstances (see the Core Policies and Procedures Manual, section 6.3.3.a.1) which may include some provisions of the trade agreements.

22. What is the economic impact of the CFTA for Canada?

- The CFTA works to enhance domestic commerce, a key driver of economic growth. Internal trade represents roughly one-fifth of Canada's annual GDP, or the equivalent of around \$385 billion per year.
- By lowering trade barriers, the CFTA also promotes productivity and encourages investment in Canadian communities.

Kinder Morgan Trans Mountain Pipeline

23. Isn't this whole pipeline issue merely a case of the B.C. Government appeasing its sizeable environmental base and the B.C. Green Caucus?

- The government is committed to protecting our vulnerable areas, including coastlines as well as our land environment.
- The people of B.C. need to know there is an effective spill management across the province.
- A second phase of regulations is being considered to build on the 2017 improvements and ensure we continue to strengthen spill management in B.C.
- This stems from our commitment to strengthen provisions to protect the environment and human health.

24. Are you concerned B.C. could lose federal funding for infrastructure projects as a result of the pipeline dispute?

- We expect the federal government to act in the best interest of all Canadians by using the tax dollars it collects to deliver the programs and services Canadians rely on every day.

25. Prime Minister Trudeau says B.C.'s position on the Kinder Morgan pipeline won't help Canada reach its climate targets. What is your reaction to that?

- Our government is merely seeking to consult with British Columbians on proposed regulations to protect our environment, through improved spills prevention, response and recovery measures.
- After years of inaction by the old government, our government is providing leadership to address climate change.

-END-

Ministry of Jobs, Trade and Technology
Questions and Answers
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February 26, 2018

1. Alberta's premier has announced she's suspended the boycott on the import of B.C. wines into Alberta. How is B.C. handling this news?

- We will be continuing to pursue our challenge under the Canadian Free Trade Agreement.
- Our government has stood up for B.C. jobs and B.C. businesses throughout this dispute.
- Alberta's action to ban B.C. wine was an unfair and illegal attack on our industry.
- We're happy that Alberta has discontinued the ban, but that doesn't change the nature of their attack.
- We will continue to assert our rights through the courts and under the Canadian Free Trade Agreement.

2. Will B.C. continue its trade challenge against Alberta's having boycotted B.C. wine imports under the CFTA?

- We will be continuing to pursue our challenge under the Canadian Free Trade Agreement.
- We will be working with our stakeholders to confirm that B.C. wine is in fact making its way back into Alberta.
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3. The B.C. Wine Institute is also challenging Alberta over this issue. What does that mean for the Province of B.C.?

- We support the B.C. Wine Institute in their independent legal challenge.
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4. Is alcohol included in the CFTA? There seems to be some confusion over whether it's covered under the Agreement.

- Yes. Liquor is covered by the Canadian Free Trade Agreement, which generally requires Parties to act in a non-discriminatory manner.
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- We have a commitment to create jobs, and also an obligation to protect B.C.'s interests. Our government's duty is to strike a balance between job creation and protecting our environment and economy.
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- There is an avenue for appeals under the CFTA however, I won't speculate on the outcome of this matter now that we've initiated formal proceedings.

20. What does it mean to be in "consultations"?

- Consultations are the mandatory first step and provide an opportunity for the Parties involved to discuss the matter, share information and make best attempts to come to a satisfactory resolution.
- In this case, Consultations began with B.C. sending a letter to Alberta, requesting consultations and summarizing the complaint. The letter is also sent to the other CFTA Parties, as well as to the Internal Trade Secretariat.
- Consultations are led by the Ministry of Jobs, Trade and Technology, working with their counsel and representatives from other relevant ministries or public bodies, in particular those with responsibility for the actual measures at issue.

21. Can other members of the CFTA join the consultations?

- Yes, but they must have a "substantial" interest.
- This means they would have to have a similar measure like the one being challenged, and have entities within their borders that are being harmed by the measure in question.

- In this case, there is not. No other Party has a boycott on B.C. wines and none of their businesses or people are being affected. The measure solely targets only BC wines.

22. Which other provinces are parties to the CFTA?

- All provinces and territories are signatories to the CFTA and therefore parties to the agreement.

23. What happens if the matter isn't resolved through consultations?

- B.C. believes that Alberta's boycott on importing B.C. wines violates numerous provisions of the CFTA, and our complaint will now be formally heard.
- There is an avenue for appeals under the CFTA however, I won't speculate on the outcome of this matter now that we've initiated formal proceedings.

24. What are the monetary penalties for governments found to be acting in a manner that is inconsistent with the CFTA?

- Penalties vary based on population. For example, the penalties for larger jurisdictions, such as Alberta, can be up to a maximum of \$10 million.

25. When was the last time a formal dispute was launched under the CFTA?

- This is the first formal dispute to occur under the new CFTA, although many have taken place under the Agreement on Internal Trade, which the CFTA recently replaced.
- The new CFTA took effect July 1, 2017.

26. How do trade agreements involving B.C. impact the Province's procurement practices?

- The Province is subject to several trade agreements, including but not limited to the Canadian Free Trade Agreement (CFTA), the New West Partnership Trade Agreement (NWPTA), and the World Trade Organization's Agreement on Government Procurement (GPA).
- Each of these agreements includes obligations on how the Province conducts its procurement practices and selects its contractors.
- Some of these obligations are reflected in the core policies that all ministries are expected to follow. For example, core policy allows for direct awards without competition under specific circumstances (see the Core Policies and Procedures Manual, section 6.3.3.a.1) which may include some provisions of the trade agreements.

27. What is the economic impact of the CFTA for Canada?

- The CFTA works to enhance domestic commerce, a key driver of economic growth. Internal trade represents roughly one-fifth of Canada's annual GDP, or the equivalent of around \$385 billion per year.
- By lowering trade barriers, the CFTA also promotes productivity and encourages investment in Canadian communities.

Kinder Morgan Trans Mountain Pipeline

28. Isn't this whole pipeline issue merely a case of the B.C. Government appeasing its sizeable environmental base and the B.C. Green Caucus?

- The government is committed to protecting our vulnerable areas, including coastlines as well as our land environment.
- The people of B.C. need to know there is an effective spill management across the province.

- A second phase of regulations is being considered to build on the 2017 improvements and ensure we continue to strengthen spill management in B.C.
- This stems from our commitment to strengthen provisions to protect the environment and human health.

29. Are you concerned B.C. could lose federal funding for infrastructure projects as a result of the pipeline dispute?

- We expect the federal government to act in the best interest of all Canadians by using the tax dollars it collects to deliver the programs and services Canadians rely on every day.

30. Prime Minister Trudeau says B.C.'s position on the Kinder Morgan pipeline won't help Canada reach its climate targets. What is your reaction to that?

- Our government is merely seeking to consult with British Columbians on proposed regulations to protect our environment, through improved spills prevention, response and recovery measures.
- After years of inaction by the old government, our government is providing leadership to address climate change.

-END-

Page 029 to/à Page 032

Withheld pursuant to/removed as

s.16;s.13

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. Bearing in mind our trade obligations, 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.

s.13,s.16

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 will continue to work with industry on the other proposals you have put forward, such as implementing the BC Wine Appellation Task Group recommendations as well as considering 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

From: [Nelson, Tiffany GCPE:EX](#)
To: [Carr, Michelle LCLB:EX](#); [Vale, Elaine LCLB:EX](#)
Cc: [Robins, Shawn GCPE:EX](#); [Togneri, Cassandra GCPE:EX](#)
Subject: For final approval: wine month NR
Date: Wednesday, February 14, 2018 12:40:59 PM
Attachments: [AGRI NR-BC Wine Month v.2 \(3\) LDB.docx](#)
[image001.gif](#)
[image002.gif](#)
Importance: High

Hi – NR with LDB edits for LCLB’s review ASAP please.

Thanks,

Tiffany

250 858-4680

From: Turner, Caeli LDB:EX

Sent: Wednesday, February 14, 2018 12:38 PM

To: Togneri, Cassandra GCPE:EX ; Nelson, Tiffany GCPE:EX

Cc: Zanolco, Viviana LDB:EX ; Tam, Dixon LDB:EX ; Bilney, Kate LDB:EX

Subject: RE: URGENT WINE MONTH

Hi Cass/Tiff – here are a few minor recommended changes from LDB. I’ve flagged this for Blain as well.

Please note the nuance around shelf space being offered vs. British Columbians seeing an increase. Wineries who sell through LDB channels have to pay mark-up (though there are some rebates for VQA wine sales), so most prefer to sell through private channels. If we offer them more shelf space, they may not necessarily take us up on it due to the fact that they can make more money per bottle selling to hospitality or the private stores.

Can you please confirm the timing for the NR with us, once you know it? I expect we may get some media calls.

Let me know if you have any questions. We’ll leave to you to circulate back with Meghan.

Thanks,

Caeli

Caeli Turner

Director, Corporate Policy & Communications

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3196 E: caeli.turner@bcldb.com



The LDB is proud to contribute over \$1 billion annually to the Province of British Columbia. Our contribution helps provide financial support for vital public services including health care and education.



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From: [Nelson, Tiffany GCPE:EX](#)
To: [Smith, George AG:EX](#); [Godfrey, Sam AG:EX](#); [Milne, Gala AG:EX](#)
Cc: [Robins, Shawn GCPE:EX](#)
Subject: For review: AGRI April Wine Month NR
Date: Wednesday, February 14, 2018 1:26:25 PM
Attachments: [NYCU - April BC Wine Month v.4.docx](#)
Importance: High

Hi – AGRI’s latest wine month NR attached (signed off by Evan), with LCLB and LDB for a final look.
Scheduled release time is 3 p.m. if you could flag any concerns before then.

Thanks,

Tiffany

250 858-4680

From: [Nelson, Tiffany GCPE:EX](#)
To: [Togneri, Cassandra GCPE:EX](#)
Subject: For review: update on wine proposals
Date: Friday, February 9, 2018 10:13:28 AM
Attachments: [Potential options to support BC wine industry.docx](#)
[Mitigation measures recommended to The Government of BC \(002\).docx](#)

For review and discussion later on potential announcements/options.

From: McRae, Meghan GCPE:EX

Sent: Friday, February 9, 2018 8:56 AM

To: Nelson, Tiffany GCPE:EX ; Robins, Shawn GCPE:EX ; Boelens, Robert GCPE:EX

Subject: Fwd: update on wine proposals

Here's what's with your ministry for review. The green sections are what we could potentially be announcing.

Sent from my iPhone

Begin forwarded message:

From: "Mack, James AGRI:EX" <James.Mack@gov.bc.ca>

Date: February 8, 2018 at 7:13:46 PM PST

To: "Shoemaker, Wes AGRI:EX" <Wes.Shoemaker@gov.bc.ca>, "McRae, Meghan GCPE:EX" <Meghan.McRae@gov.bc.ca>, "Beale, William AGRI:EX" <William.Beale@gov.bc.ca>, "Lalani, Arif AGRI:EX" <Arif.Lalani@gov.bc.ca>

Cc: "Hrycuik, Lorie AGRI:EX" <Lorie.Hrycuik@gov.bc.ca>, "Easton, Joan E AGRI:EX" <Joan.Easton@gov.bc.ca>

Subject: update on wine proposals

The first document is with ministries for comment. **s.13,s.16**

s.13,s.16

Page 038

Withheld pursuant to/removed as

s.13;s.17

James Mack
Assistant Deputy Minister – Agriculture Science and Policy
Ministry of Agriculture

Phone: 250-356-1821

Fax: 250-356-7279

e-mail: James.mack@gov.bc.ca

From: [Robins, Shawn GCPE:EX](#)
To: [Nelson, Tiffany GCPE:EX](#)
Subject: FW: BCWI letter (2)
Date: Tuesday, February 13, 2018 12:54:19 PM
Attachments: [BCWI letter \(2\).docx](#)
Importance: High

Helpful info

From: Carr, Michelle LCLB:EX
Sent: Tuesday, February 13, 2018 12:46 PM
To: Robins, Shawn GCPE:EX
Subject: FW: BCWI letter (2)
Importance: High
Michelle Carr | Assistant Deputy Minister and General Manager
Liquor Control and Licensing Branch
Ministry of Attorney General
Phone: 250-952-5777

From: Anderson, Steve JTT:EX
Sent: Tuesday, February 13, 2018 11:32 AM
To: Mack, James AGRI:EX; Hrycuik, Lorie AGRI:EX
Cc: Hammond, James JTT:EX; Carr, Michelle LCLB:EX; Petkovic, Anita M JAG:EX
Subject: BCWI letter (2)
Importance: High

James,

Upon reflection, one slight edit **s.13,s.16**

s.13,s.16

From: [Robins, Shawn GCPE:EX](#)
To: [Carr, Michelle LCLB:EX](#)
Cc: [Nelson, Tiffany GCPE:EX](#)
Subject: FW: Updated EP: response to BC Wine Ban
Date: Tuesday, February 13, 2018 11:00:29 AM
Attachments: [attachment 1.docx](#)

Hi Michelle:

Have you received direction on this proposed event. If so could you share with us. If not, do you have any idea where this direction is coming from?

From: Nelson, Tiffany GCPE:EX
Sent: Tuesday, February 13, 2018 10:55 AM
To: McRae, Meghan GCPE:EX
Cc: Robins, Shawn GCPE:EX; Boelens, Robert GCPE:EX
Subject: Updated EP: response to BC Wine Ban

Hi – had AGRI prepared this initial event proposal, and is there a more recent version based on the work underway Friday?

Trying to reach LCLB (Michelle) to piece together the direction on this and where recommendations are at in terms of any proposed announcement.

Thanks,

Tiffany

250 858-4680

From: McRae, Meghan GCPE:EX
Sent: Friday, February 9, 2018 8:20 AM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Cc: Robins, Shawn GCPE:EX <Shawn.1.Robins@gov.bc.ca>; Boelens, Robert GCPE:EX <Robert.Boelens@gov.bc.ca>
Subject: Re: URGENT: Response to BC Wine Ban

From: [Togneri, Cassandra GCPE:EX](#)
To: [Turner, Caeli LDB:EX](#); [Zanocco, Viviana LDB:EX](#)
Subject: FW: Wine month draft
Date: Wednesday, February 14, 2018 11:20:24 AM
Attachments: [AGRI NR-BC Wine Month v.2.docx](#)
Importance: High

Here is the IN -

Cassandra Togneri
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
P: 250-953-3196 / C: s.17

-----Original Message-----

From: Togneri, Cassandra GCPE:EX
Sent: Wednesday, February 14, 2018 9:43 AM
To: Nelson, Tiffany GCPE:EX
Subject: FW: Wine month draft
Importance: High

I have only added "over" to 350 wineries (there are about 358, but that can change daily). Other stats are not for LCLB or LDB to confirm. The rest is fine. Edit attached.

Cassandra Togneri
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
P: 250-953-3196 / C: s.17

-----Original Message-----

From: Nelson, Tiffany GCPE:EX
Sent: Wednesday, February 14, 2018 8:57 AM
To: Togneri, Cassandra GCPE:EX
Subject: FW: Wine month draft
Importance: High

Hi - can you review and confirm the stats are accurate? I pulled from yesterday's interprovincial trade IN.

Thanks,

Tiffany
250 858-4680

-----Original Message-----

From: Robins, Shawn GCPE:EX
Sent: Wednesday, February 14, 2018 8:27 AM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Subject: FW: Wine month draft

-----Original Message-----

From: McRae, Meghan GCPE:EX

Sent: Wednesday, February 14, 2018 6:18 AM

To: Schollen, Tasha GCPE:EX; Robins, Shawn GCPE:EX

Cc: Boelens, Robert GCPE:EX

Subject: Wine month draft

Here's a draft, needs to be tidied up; is currently with AGRI ADM for review.



BC Wine Institute (BCWI)
Mitigation measures for the Alberta Government embargo that are recommended to The Government of BC for immediate implementation
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.

A working free-trade relationship between Alberta and British Columbia is imperative to securing economic wellbeing for Canada.

The BC wine industry has worked hard to build a positive relationship and partnership with Alberta, particularly in the wine, culinary and tourism sectors, including having collaborated on multiple campaigns directly with the AGLC.

We are disappointed that this political decision is threatening our progress and threatening the successes that have benefited small businesses in both the Alberta and BC economies.

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. Provide funding to help underwrite a BCWI-lead challenge of the constitutionality and Canadian Free Trade Agreement compliance of the recent actions taken by the Government of Alberta and the AGLC to prohibit the importation of British Columbia wines.
2. Activate the BC Liquor Distribution Branch, in concert with BC Liquor Stores, to immediately implement a Buy BC: Eat Drink Local program (see below) that includes:
 - 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.
 - 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.
 - Increase the number of local craft product tastings in BC Liquor Stores.
 - Provide wholesale prices 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. Funding (\$300K) for a provincial wide Buy BC: Eat Drink Local campaign to include BC agri-foods products and 100% BC-certified craft alcohol (i.e. beers, cider, fruit wines, and (potentially) distilled products & aimed to highlight and bring attention to local BC products by leveraging media and creating unique events, including:
 - fully integrated campaign, in partnership with a major provincial media partner (i.e. Pattison Outdoor), will target BC consumers and will feature notable BC farm-to-table chefs and esteemed BC sommeliers who will promote local BC agri-foods products.
 - Eat Drink Local promotion featuring BC agri-foods products and 100% BC-certified craft alcohol:
 - i. On-premise partnership with the BCRFA featuring by-the-glass pairing courses with recipes, chef demos, how-to tips etc. using a variety of media channels including traditional media, web, social media and video podcasts;
 - ii. Off-premise, retail partnership with multiple retail channels (i.e. BLS, SaveOn Foods, etc.) featuring in-store demos, point-of-sale recipes, pairing and how-to tips;
 - iii. Series of farm-to-table dinner events featuring BC agri-foods & BCVQA wine will to run in conjunction with the media campaign. These dinners will showcase local chefs & restaurants, BC agri-foods producers and sommeliers and focus on the pairings to highlight Eat Drink Local and will be strategically offered throughout the province in cooperation with participating BC agri-food producer(s).
4. Activate BC winery dormant licences while normalizing them under industry control and allowing them to sell 100% BC products via the grocery channel. There are 60 farm distribution licences grandfathered into NAFTA and ratified by CETA, of which only 21 BCWI-owned licences have been authorized for the grocery channel.
5. Implement 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.

News You Can Use

For Immediate Release
[release number]
[Date]

Ministry of Agriculture

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

VICTORIA – In support of B.C.’s wine industry, following Alberta’s decision to stop the import of B.C. wine last week, the Province will proclaim the month of April as B.C. Wine Month, in conjunction with BC Liquor Stores throughout the province.

“B.C.’s wine industry is made up of family-run vineyards and wineries that have chosen farming and wine-making as their life’s work, providing good jobs in communities in our wine-growing regions” Said Minister of Agriculture Lana Popham. “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:

- An increase in B.C. wines in local BC Liquor Store, including craft wines from small and medium producers that are not typically available outside of the wineries.
- Promotion throughout the month with store-front 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 BC Restaurant and Food Services Association.
- Funding to support B.C.’s wine producers as they market their 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 & Canada in response to Alberta’s announcement to boycott BC Wine,” said Miles Prodan, President and CEO. “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 on our province.

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.
- According to the BC Wine Institute, in 2016, B.C. wine exports increased 4% 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 US (11%)

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

Ph. 250-356-7098

Page 049 to/à Page 054

Withheld pursuant to/removed as

s.16;s.13

From: [Milne, Gala AG:EX](#)
To: [Smith, George AG:EX](#); [Robins, Shawn GCPE:EX](#)
Cc: [Nelson, Tiffany GCPE:EX](#)
Subject: RE: BC wine NR
Date: Tuesday, February 13, 2018 5:59:35 PM

No quote. Thanks.

Gala

From: Smith, George AG:EX
Sent: Tuesday, February 13, 2018 5:56 PM
To: Robins, Shawn GCPE:EX; Milne, Gala AG:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: Re: BC wine NR
Gala can check with the AG

-George

On Feb 13, 2018, at 5:53 PM, Robins, Shawn GCPE:EX <Shawn.1.Robins@gov.bc.ca> wrote:

Over to you George. Would AG like a quote in NR?
Sent from my iPhone

Begin forwarded message:

From: "McRae, Meghan GCPE:EX" <Meghan.McRae@gov.bc.ca>
Date: February 13, 2018 at 5:45:54 PM PST
To: "Robins, Shawn GCPE:EX" <Shawn.1.Robins@gov.bc.ca>, "Schollen, Tasha GCPE:EX" <Tasha.Schollen@gov.bc.ca>
Cc: "Boelens, Robert GCPE:EX" <Robert.Boelens@gov.bc.ca>
Subject: BC wine NR

Heads up that our MO wants to have an NR tomorrow that announces the proclamation for April's BC Wine Month.

It's not yet in the Corp cal, but I'll tag you as soon as it is. Will also share the draft with you in the AM for your review.

Let me know if you think your Minister will want a quote, Agri's Snr MA is asking at the MO level. Miles Prodan from BC Wine Institute wants to be quoted.

Sent from my iPhone

From: [Nelson, Tiffany GCPE:EX](#)
To: [Schollen, Tasha GCPE:EX](#); [McRae, Meghan GCPE:EX](#); [Robins, Shawn GCPE:EX](#)
Cc: [Togneri, Cassandra GCPE:EX](#); [Perzoff, Lara GCPE:EX](#); [Boelens, Robert GCPE:EX](#)
Subject: RE: HQ Edits to April Wine Month NR
Date: Wednesday, February 14, 2018 1:25:20 PM

It's with LCLB and LDB now for urgent review.

Thanks,

Tiffany

250 858-4680

From: Schollen, Tasha GCPE:EX
Sent: Wednesday, February 14, 2018 1:11 PM
To: McRae, Meghan GCPE:EX ; Robins, Shawn GCPE:EX ; Nelson, Tiffany GCPE:EX
Cc: Togneri, Cassandra GCPE:EX ; Perzoff, Lara GCPE:EX ; Boelens, Robert GCPE:EX
Subject: RE: HQ Edits to April Wine Month NR
Will do.

From: McRae, Meghan GCPE:EX
Sent: Wednesday, February 14, 2018 1:08 PM
To: Schollen, Tasha GCPE:EX; Robins, Shawn GCPE:EX; Nelson, Tiffany GCPE:EX
Cc: Togneri, Cassandra GCPE:EX; Perzoff, Lara GCPE:EX; Boelens, Robert GCPE:EX
Subject: HQ Edits to April Wine Month NR

Hi all,

DM Lloyd has now weighed in on the NR, and had requested further changes. Can you please send this back through your program areas & LDB to ensure it's still fine from their POV?

It's teed up for 3:00 PM release today, so need to get it to editors within the hour. I'm hoping this is the last version I have to send you.

Meghan McRae

Communications Director,

Ministry of Agriculture

Government Communications and Public Engagement

P:250-952-0622

From: [Zanocco, Viviana LDB:EX](#)
To: [Togneri, Cassandra GCPE:EX](#); [Nelson, Tiffany GCPE:EX](#)
Cc: [Tam, Dixon LDB:EX](#); [Bilney, Kate LDB:EX](#); [Turner, Caeli LDB:EX](#)
Subject: RE: URGENT WINE MONTH
Date: Wednesday, February 14, 2018 12:45:27 PM
Attachments: [image001.gif](#)
[image002.gif](#)

Hi Cassandra, Tiff:

As discussed, we were contacted last week by a number of media outlets, asking about the impact of Alberta's ban on sales of BC wine (retail/wholesale), and whether the outpouring of support for BC wineries and the industry had made a mark. We had committed to pulling a week's worth of numbers and getting back to them, which we'll do after today's news release goes out and link to the NR. There are only five queries total.

Instead of comparing the week of the 'ban announcement' to the previous week, we wanted to compare with the same time period in 2017, in an attempt to compare apples to apples. The highlights:

- From Tuesday, February 6, 2018 to Monday, February 12, 2018, 278,977 litres of BC wine was sold in BC Liquor Stores. This compares to 286,504 litres of BC wine sold during the same period the previous year (Tuesday, February 7, 2017 to Monday, February 13, 2017).
 - This equates to a dollar value of \$3,461,122 sold throughout the 2018 period, compared to \$3,336,041 in 2017.
- Wholesale sales of BC wine during the same period were also down year to year, reflective of the fact that Canadian wines headlined last year's Vancouver International Wine Festival:
 - 510,488 litres and \$5,535,323 in sales in 2017; 303,748 litres and \$2,820,872 in sales in 2018

Not quite apples to apples so we are providing some context as to why ...

- While these figures do not reflect an uptick in sales since the Alberta Government's announcement that it would ban BC wine exports, it is important to note that there are a number of factors that influence sales data day-to-day, and week-to-week.
- This particular period may have been influenced by the BC Family Day statutory-holiday, which fell within the data period for 2018 but not 2017, as well as factors related to Valentine's Day, which falls shortly after the data period.
- Restaurants have continued to serve BC wine throughout this period, however LDB's data does not yet reflect a potential uptick in the consumption of BC wine in restaurants due to reporting timeframes.
- Wineries that sell direct to customers report their sales data on a weekly basis; however they may not have reported last week's figures before we accumulated records on February 13th (the day after the long weekend)
- BC Liquor Store employees have received positive support from customers, who have voiced their intentions to support the BC wine industry when shopping at our stores.

Thanks,
Viv

From: Turner, Caeli LDB:EX
Sent: Wednesday, February 14, 2018 12:38 PM
To: Togneri, Cassandra GCPE:EX; Nelson, Tiffany GCPE:EX
Cc: Zanocco, Viviana LDB:EX; Tam, Dixon LDB:EX; Bilney, Kate LDB:EX

Subject: RE: URGENT WINE MONTH

Hi Cass/Tiff – here are a few minor recommended changes from LDB. I've flagged this for Blain as well.

Please note the nuance around shelf space being offered vs. British Columbians seeing an increase. Wineries who sell through LDB channels have to pay mark-up (though there are some rebates for VQA wine sales), so most prefer to sell through private channels. If we offer them more shelf space, they may not necessarily take us up on it due to the fact that they can make more money per bottle selling to hospitality or the private stores.

Can you please confirm the timing for the NR with us, once you know it? I expect we may get some media calls.

Let me know if you have any questions. We'll leave to you to circulate back with Meghan.

Thanks,

Caeli

Caeli Turner

Director, Corporate Policy & Communications

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3196 E: caeli.turner@bcldb.com



The LDB is proud to contribute over \$1 billion annually to the Province of British Columbia. Our contribution helps provide financial support for vital public services including health care and education.



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From: Togneri, Cassandra GCPE:EX

Sent: Wednesday, February 14, 2018 11:25 AM

To: McRae, Meghan GCPE:EX

Cc: Nelson, Tiffany GCPE:EX; Turner, Caeli LDB:EX; Zanolco, Viviana LDB:EX

Subject: URGENT WINE MONTH

Hi Meghan – just checking that you haven't finalized the NR for wine month. LDB is reviewing and has some edits. Copied Caeli and Viv from LDB so everyone is in the loop.

Thanks,

Cassandra

Cassandra Togneri

Senior Public Affairs Officer

Ministry of Attorney General

Government Communications and Public Engagement

P: 250-953-3196 / C: s.17

From: [Turner, Caeli LDB:EX](#)
To: [Togneri, Cassandra GCPE:EX](#); [Zanocco, Viviana LDB:EX](#); [Vale, Elaine LCLB:EX](#); [Roberts, Michelle J GCPE:EX](#)
Cc: [Nelson, Tiffany GCPE:EX](#); [Tam, Dixon LDB:EX](#); [Bilney, Kate LDB:EX](#)
Subject: RE: URGENT: NYCU - April BC Wine Month v.4 (2)
Date: Wednesday, February 14, 2018 2:02:49 PM
Attachments: [NYCU - April BC Wine Month v.4 \(2\).docx](#)
[image001.gif](#)
[image002.gif](#)

This is fine on our end.

Caeli Turner

Director, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3196 E: caeli.turner@bcldb.com



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From: Togneri, Cassandra GCPE:EX
Sent: Wednesday, February 14, 2018 1:46 PM
To: Turner, Caeli LDB:EX; Zanocco, Viviana LDB:EX; Vale, Elaine LCLB:EX; Roberts, Michelle J GCPE:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: URGENT: NYCU - April BC Wine Month v.4 (2)
Importance: High

Hi All – just added some LDB edits that were missed. Please give us the oK as soon as you can. As of now, the NR is supposed to go out at 3pm.

THANK YOU!

Cass

From: [Togneri, Cassandra GCPE:EX](#)
To: [Nelson, Tiffany GCPE:EX](#)
Subject: RE: URGENT: Response to BC Wine Ban
Date: Friday, February 9, 2018 9:54:41 AM
Attachments: [attachment 1.docx](#)

I can just come over and explain this if you don't feel like reading.

First of all – the proposed date is today, so you should confirm with Meghan (or I can call) to see if anything is going forward – it should not be as this involves our stakeholders.

This is suggesting to call either March or April “B.C. Wine Month” and rolling out supports for the industry during that month. Thus far the supports listed are creating the dedicated month, and renewing our commitment to the BCWI to move forward with implementation of the sub-appellation task group recommendations. It says it would do this in collaboration with BC Liquor Stores to promote B.C. wine during the month. The recommendations referred to are these: <http://bcwinetaskgroup.ca/recommendations/> I think the government pieces include recs. 1, 2, 4, 5, and 9 (I'm not sure on all of these), but they would include working with the LCLB.

s.13,s.22

Cassandra Togneri
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
P: 250-953-3196 / C: s.17

From: Nelson, Tiffany GCPE:EX
Sent: Friday, February 9, 2018 8:48 AM
To: Togneri, Cassandra GCPE:EX
Subject: FYI: URGENT: Response to BC Wine Ban
Tiffany

250 858-4680

From: McRae, Meghan GCPE:EX
Sent: Friday, February 9, 2018 8:20 AM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Cc: Robins, Shawn GCPE:EX <Shawn.1.Robins@gov.bc.ca>; Boelens, Robert GCPE:EX <Robert.Boelens@gov.bc.ca>
Subject: Re: URGENT: Response to BC Wine Ban

From: [Togneri, Cassandra GCPE:EX](#)
To: [Nelson, Tiffany GCPE:EX](#)
Subject: RE: Wine month draft
Date: Wednesday, February 14, 2018 8:58:37 AM

On it

Cassandra Togneri
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
P: 250-953-3196 / C: s.17

-----Original Message-----

From: Nelson, Tiffany GCPE:EX
Sent: Wednesday, February 14, 2018 8:57 AM
To: Togneri, Cassandra GCPE:EX
Subject: FW: Wine month draft
Importance: High

Hi - can you review and confirm the stats are accurate? I pulled from yesterday's interprovincial trade IN.

Thanks,

Tiffany
250 858-4680

-----Original Message-----

From: Robins, Shawn GCPE:EX
Sent: Wednesday, February 14, 2018 8:27 AM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Subject: FW: Wine month draft

-----Original Message-----

From: McRae, Meghan GCPE:EX
Sent: Wednesday, February 14, 2018 6:18 AM
To: Schollen, Tasha GCPE:EX; Robins, Shawn GCPE:EX
Cc: Boelens, Robert GCPE:EX
Subject: Wine month draft

Here's a draft, needs to be tidied up; is currently with AGRI ADM for review.

From: [Togneri, Cassandra GCPE:EX](#)
To: [Turner, Caeli LDB:EX](#); [Zanocco, Viviana LDB:EX](#); [Vale, Elaine LCLB:EX](#); [Roberts, Michelle J GCPE:EX](#)
Cc: [Nelson, Tiffany GCPE:EX](#)
Subject: URGENT: NYCU - April BC Wine Month v.4 (2)
Date: Wednesday, February 14, 2018 1:45:40 PM
Attachments: [NYCU - April BC Wine Month v.4 \(2\).docx](#)
Importance: High

Hi All – just added some LDB edits that were missed. Please give us the oK as soon as you can. As of now, the NR is supposed to go out at 3pm.

THANK YOU!

Cass

McRae, Meghan GCPE:EX

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 27, 2018 5:34 PM
To: Easton, Joan E AGRI:EX
Cc: Patterson, Mat AGRI:EX
Subject: Re: Reception with Trade Reps on March 7 - Miles Prodan available at 10:30 tomorrow

Perfect, thanks Joan!

Sent from my iPhone

On Feb 27, 2018, at 5:21 PM, Easton, Joan E AGRI:EX <Joan.Easton@gov.bc.ca> wrote:

Hi Meghan

Reached Miles. He is available for a call from you at 10:30 tomorrow. I had a chance to talk to him quickly about the event and its potential. He is going to think about who might be involved overnight. His big concern is the short notice – but I think he was warming up by the end.

He will be in his office tomorrow: 250 762 9744 Extension 101
His cell phone is s.22

Regards
Joan

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 27, 2018 3:08 PM
To: Patterson, Mat AGRI:EX
Cc: Easton, Joan E AGRI:EX
Subject: RE: Reception with Trade Reps on March 7

Here's the event plan for JTT's event. The end of my day is book-ended with meetings (from 4-5:30) so if you have any time before 4 PM, I'd appreciate it!

Thanks,
Meghan

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 27, 2018 3:04 PM
To: Patterson, Mat AGRI:EX
Cc: Easton, Joan E AGRI:EX
Subject: RE: Reception with Trade Reps on March 7

Do either of you have a moment for a call this afternoon, it's about JTT/AGRI' Trade Rep wine event for next week.

From: Patterson, Mat AGRI:EX
Sent: Tuesday, February 27, 2018 1:45 PM
To: McRae, Meghan GCPE:EX
Cc: Easton, Joan E AGRI:EX
Subject: RE: Reception with Trade Reps on March 7

Hi Meghan,

As discussed, here is the contact information for the wineries who have accessed funding under the GF2 BC Agrifood and Seafood Export Program over the past five years.

Cheers,
Mat

Mat Patterson

BC Ministry of Agriculture
250-356-2945

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 27, 2018 12:11 PM
To: Patterson, Mat AGRI:EX
Cc: Easton, Joan E AGRI:EX
Subject: RE: Reception with Trade Reps on March 7

Thanks to both you and Sean on this. I have the comms call for this event at 2:30 PM today, I'll send you the update afterwards.

From: Patterson, Mat AGRI:EX
Sent: Tuesday, February 27, 2018 12:00 PM
To: McRae, Meghan GCPE:EX
Cc: Easton, Joan E AGRI:EX
Subject: RE: Reception with Trade Reps on March 7

Also forgot to mention that while most wineries are located in Okanagan area, a lot of the owners/executives are weekly travellers down to the Vancouver area (and some actually have business operations set up there), so I would expect there to be some interest in coming to Victoria (even with short notice) if the opportunity was opened to them.

Mat Patterson

BC Ministry of Agriculture
250-356-2945

From: Patterson, Mat AGRI:EX
Sent: Tuesday, February 27, 2018 11:57 AM
To: McRae, Meghan GCPE:EX
Cc: Easton, Joan E AGRI:EX
Subject: FW: Reception with Trade Reps on March 7

Hi Meghan,

As outlined in the email Sean sent me below,^{s.13}
s.13

With regards to the list shared by Tasha, Sean looked through all their websites and while there are one or two that ship inter-provincially^{s.13} most are very small and unlikely to have the capacity to be successful in export markets at this time. These wineries likely have a better chance at exploring other provincial markets, rather than dealing with the cross-border/regulatory/cultural/shelf-space challenges facing wine exporters in the US, Europe and

Asia (which are highly competitive and dominated by other international wine suppliers with much larger economies of scale). We have had a lot of experience with smaller wineries trying to make inroads into Asian, US and European markets with support from the TIRs that has not resulted in success – significant funding went into supporting this in the first few years of GF2, before we focused our support in a more targeted fashion to those that have a demonstrated capacity.

Sean has provided a list of other BC wineries that are actively pursuing export markets, but as you would guess most are located in the Okanagan. There is also a link below to the export catalogue, for more information on some of these wineries.

Hope this is helpful.

Cheers,
Mat

Mat Patterson

Director, Market Development
BC Ministry of Agriculture
3rd Floor, 808 Douglas Street, Victoria, BC
Office: 250-356-2945 | Cell: s.17

From: Cheesman, Sean AGRI:EX
Sent: Tuesday, February 27, 2018 11:46 AM
To: Patterson, Mat AGRI:EX
Cc: McLaren, Solveig AGRI:EX
Subject: RE: Reception with Trade Reps on March 7

Hi Mat,

Looking at the initial list below and the B.C. Export Program participants^{s.13}
s.13

From a quick on-line look at the list below, one or two do ship inter-provincially but they are all very small and unlikely to export in any numbers at all, even cross border.

Here is a list of all wineries we have supported thru the Export Program, noting most are in the Southern Interior area.

1. 50th Parallel Estate Winery
2. Averil Creek Vineyard
3. Bench 1775 Winery
4. Black Hills Estate Winery
5. Blue Mountain Vineyard and Cellars
6. Bordertown Vineyards and Estate Winery
7. Burrowing Owl Estate Winery
8. Clos du Soleil Winery
9. Dirty Laundry Vineyard
10. Elephant Island Orchard Wines Ltd.
11. Ex Nihilo winery
12. Foxtrot Vineyards Ltd.
13. Hester Creek Estate Winery
14. Howling Bluff Estate Winery

15. Kalala Organic Vineyards
16. Laughing Stock Vineyards
17. Le Vieux Pin Winery
18. Lulu Island Winery
19. Meyer Family Vineyards Inc.
20. Nk'Mip Cellars
21. Okanagan Crush Pad Winery
22. Painted Rock Estate Winery Ltd.
23. Quail's Gate Estate Vineyards Ltd.
24. Seven Stones Winery
25. St Hubertus & Oak Bay Estate Winery Ltd
26. Terrabella Cellars Inc.
27. Tinhorn Creek Vineyards

Here is a link to the B.C Export Ready catalogue to identify exporting and export ready wineries that are keen to expand internationally:

<https://www2.gov.bc.ca/gov/search?id=778B6D5B49AD4A9BABEADDD4AED554D9&sourceId=C069491CE4C74782A56E8B38E785B5AE&q=wine>

Sean

From: Patterson, Mat AGRI:EX
Sent: Tuesday, February 27, 2018 10:28 AM
To: McRae, Meghan GCPE:EX; Easton, Joan E AGRI:EX
Subject: RE: Reception with Trade Reps on March 7

I am not sure all of the wineries listed below are the right fit to be involved in a discussion regarding exports, so will dig out our list of wineries that have accessed export program funding and send it along shortly.

Cheers,
 Mat

Mat Patterson
 BC Ministry of Agriculture
 250-356-2945

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 27, 2018 9:52 AM
To: Easton, Joan E AGRI:EX; Patterson, Mat AGRI:EX
Subject: Fwd: Reception with Trade Reps on March 7

Do these wineries look fine for you? Any others you would suggest? Note, cideries aren't going to be included in this event. Will also flip the draft event plan shortly.

Sent from my iPhone

Begin forwarded message:

From: "Schollen, Tasha GCPE:EX" <Tasha.Schollen@gov.bc.ca>
Date: February 26, 2018 at 11:07:41 AM PST

To: "McColl, John-Michael JTT:EX" <JohnMichael.McColl@gov.bc.ca>, "Beale, William AGRI:EX" <William.Beale@gov.bc.ca>, "Newhook, Kelly TAC:EX" <Kelly.Newhook@gov.bc.ca>, "Devereux, Rick GCPE:EX" <Rick.Devereux@gov.bc.ca>
Cc: "McRae, Meghan GCPE:EX" <Meghan.McRae@gov.bc.ca>
Subject: RE: Reception with Trade Reps on March 7

One more question, added below:

From: Schollen, Tasha GCPE:EX
Sent: Monday, February 26, 2018 11:05 AM
To: McColl, John-Michael JTT:EX; Beale, William AGRI:EX; Newhook, Kelly TAC:EX; Devereux, Rick GCPE:EX
Cc: McRae, Meghan GCPE:EX; Schollen, Tasha GCPE:EX
Subject: RE: Reception with Trade Reps on March 7

Hi Will,

We need to determine what wineries are to be invited. I did a Google search but suspect AGRI has a more reliable list. Would you like to let us know what wineries/cideries should be invited?

Also – who is to reach out to the wineries...is there any desire for AGRI to reach out to its stakeholders?

Do we want to do food parings with the wine?

South Vancouver Island Wineries

Church and State winery
Deep Cove winery
De Vine vineyards
Domaine Rochette winery
Dragonfly Hill vineyard
Mt. St. Michael winery
Rathjen Cellars
Symphony vineyard
Saltspring Vineyards
Mistaken Identity Vineyards
Garry Oaks Estate winery

Cideries

Sea Cider farmhouse
Tod Creek craft cider

Our program folks are seeing if 2:30-3pm on Mar. 7 can be accommodated with the trade and investment reps' schedule.

T

Tasha Schollen | Communications Director
Ministry of Jobs, Trade and Technology
Government Communications and Public Engagement
Cell: 250-889-1121

From: McColl, John-Michael JTT:EX
Sent: Monday, February 26, 2018 7:48 AM
To: Schollen, Tasha GCPE:EX; Beale, William AGRI:EX; Newhook, Kelly TAC:EX; Devereux, Rick GCPE:EX
Cc: Robb, Amanda JTT:EX
Subject: Reception with Trade Reps on March 7

Hi all,

So we discussed this event with Premier's Office at the MA meeting on Friday. They approve, with one change – we need to move the time to afternoon after QP (there is an AEST announcement at noon that day which takes priority)

They would like us to do 2:30 PM – 3:00 PM instead.

Rick and/or Tasha – what do you need from us in terms of logistics?^{s.13}

JM

John Michael McColl
Senior Ministerial Assistant to Hon. Bruce Ralston
Minister of Jobs, Trade and Technology
British Columbia Parliament Buildings | 501 Belleville St, Victoria, BC V8V 2L8
johnmichael.mccoll@gov.bc.ca ^{s.17}

McRae, Meghan GCPE:EX

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 27, 2018 11:32 AM
To: Easton, Joan E AGRI:EX; Patterson, Mat AGRI:EX
Subject: RE: NR FOR REVIEW: Funding for BC Wine Month
Attachments: NR - Funding for domestic market devp for April BC Wine Month v.1.docx; AGRI COMMS PLAN-SUPPORT FOR BC WINE-draft 1.docx

Latest comms plan also attached, but it does require updating.

Thx!

From: Easton, Joan E AGRI:EX
Sent: Tuesday, February 27, 2018 11:29 AM
To: McRae, Meghan GCPE:EX; Patterson, Mat AGRI:EX
Subject: RE: NR FOR REVIEW: Funding for BC Wine Month

Hi Meghan

No attachment. Also could we get the latest comms plan?

Cheers

Joan

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 27, 2018 11:28 AM
To: Patterson, Mat AGRI:EX; Easton, Joan E AGRI:EX
Subject: NR FOR REVIEW: Funding for BC Wine Month

Hi there,

Joan, as mentioned this AM, here's an NR for your review. The idea is I will share with Miles' team, and they can add in their funding if they want, and some more details about the program, as well as a quote.

Please let me know what your feedback is by EOD if possible, as MO wants to get this out on Thursday.

Thanks!

Meghan

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

News Release

For Immediate Release

[release number]

[Date]

Ministry of Agriculture

Province re-affirms commitment to B.C. Wine with marketing funding

VICTORIA —As part of a commitment of continued support to B.C.'s wine industry, the Ministry of Agriculture is helping fund a domestic marketing campaign aimed at profiling B.C.'s wineries and their award-winning products during B.C. Wine Month in April.

"B.C.'s vineyard owners and wine makers develop award-winning wines, while providing good jobs and economic benefits to their communities," said Minister of Agriculture Lana Popham. "While the ban on B.C. wine is now over, it has shown us how vulnerable the industry is to trade disagreements, which is why they need our support now more than ever."

Along with the proclamation of B.C. Wine Month in April, the Province has committed \$100,000 to the BC Wine Institute in support of a domestic marketing campaign to promote B.C. Wine Month to British Columbians.

"Quote quote quote quote quote quote quote quote" said Miles Prodan, President and CEO. "Quote quote quote quote quote quote quote quote"

The BC Wine Institute's marketing campaign for B.C. Wine Month will provide the province's vineyards and wineries with a call to action, encouraging them to show British Columbians the world-class wines that are produced right next door. It will also tie into Buy BC: EAT DRINK LOCAL, a dine-in campaign being run by the BC Restaurant and Food Services Association on behalf of the Province that will have B.C. restaurants and bars provide a locally-focused fresh sheet to customers during the month of May, so British Columbians can experience restaurant calibre takes on B.C.-grown and processed food and beverages.

"I'm confident that by learning more about the farmers and wine makers that make up B.C.'s wine industry, and hearing about the world-class wines they have to offer, British Columbians will see the benefits that come with selecting wine from our province, and will choose to buy B.C. wine and visit B.C. wineries during the month of April, and into the future," said Minister Popham. "Pairing B.C. wines with B.C. foods during the month of May as part of the Buy BC: EAT DRINK LOCAL campaign extends the celebration, showing British Columbians how lucky we are to have amazing food and beverages that we can grow and produce right here, on our very own soil."



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

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 international markets for B.C. wine were China (54%), Taiwan (23%) and the US (11%)

Learn More:

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

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

April is B.C. Wine Month NR- (link)

Buy BC: EAT DRINK LOCAL: (website link)

Contact:

Dave Townsend

Government Communications and Public Engagement

Ministry of Agriculture

Ph. 250-356-7098

Support for B.C. Wine Communications Plan + Roll-out

Strategic Overview:

The purpose of this communications plan is to outline the government communication efforts highlighting the Province's support for B.C.'s wineries in the lead up to April, which will be proclaimed as B.C. Wine Month.

Every effort will be made to release one relevant announcement per week in the lead up to the launch of B.C. Wine Month in April.

Any events/announcements made on behalf of the ministry, by the Minister(s) and/or a government representative will have a separate strategic event plan drafted, which will act as the guiding document for all parties involved, including Minister's Offices, GCPE HQ and events staff.

Challenges:

- s.13,s.16

-

Audiences:

- Wine consumers in B.C.
- Winery owners and workers
- British Columbians in wine-regions (Okanagan, Similkameen, Fraser Valley, Vancouver and Gulf Islands, emerging regions)
- Chefs/Restaurateurs
- Individual Farmers/Ranchers, Producers & Processors
- Food Security champions

Messaging Frame:

- *Connect*-The British Columbians who work in our wine industry are our neighbours and our friends. These family-run vineyards and wineries have chosen farming and wine-making as their passion and profession.
- s.13,s.16
- *Solution*-This is why our government is standing up for B.C. wineries, and doing all we can to support this industry.

Upcoming opportunities:

s.13,s.16

Page 074

Withheld pursuant to/removed as

s.16;s.13

Digital Strategy:

- GCPE HQ is developing 7 infographics that can be shared through either Facebook or Twitter. (appendix A)
- These infographics, as well as photos of government representatives at vineyards and wineries can be shared as imagery adjacent to continued calls to action for consumers to buy B.C. wine in support of B.C.'s wine industry in the lead up to B.C. Wine Month.
- Make use of gov't social media feeds to schedule relevant wine supporting social media content in the lead up to B.C. Wine Month in April.
- In the lead up to B.C. Wine Month, AGRI will provide Minister Popham with one tweet per day on #BCWineMonth generally, and content drafted for her Facebook feed when announcements are made.

Communications materials to be developed:

- News releases (ministry specific, but all should have boilerplate (to be developed) about B.C. Wine Month and support for B.C. Wine.)
- Event plans as required.
- Social content for government channels (in collaboration with Karl's team)
- Ahead of B.C. Wine Month, AGRI will develop a promotional toolkit for government reps to use to show and share their support. The toolkit will include:
 - A tweet sheet of generic suggested tweets, including handles of relevant stakeholders and topical hashtags
 - A page of key messages
 - A page of facts about the B.C. wine industry
 - The infographics being developed by GCPE as JPGs
 - A list of wineries throughout B.C., broken down by region
 - Q & A document about B.C. Wine Month
 - Suggested steps government reps can take to promote B.C. Wine Month in their communities, and to their followers.

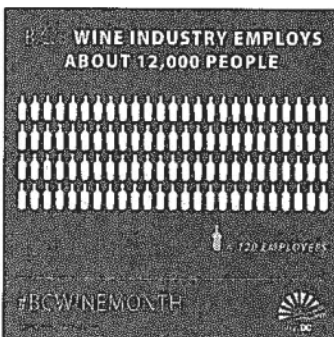
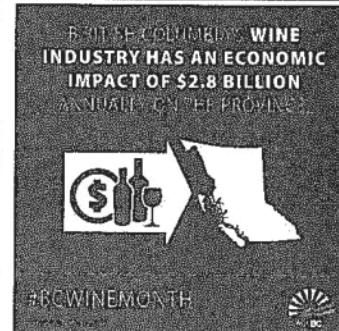
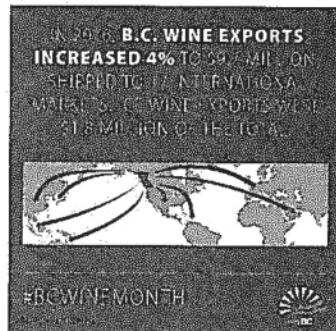
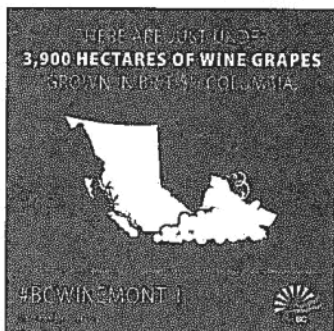
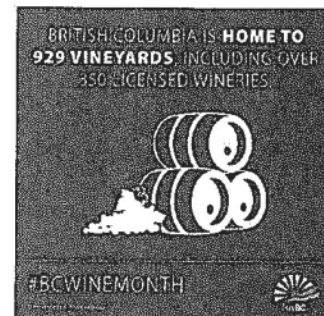
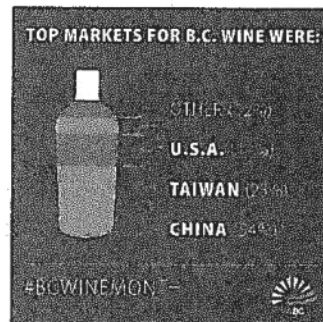
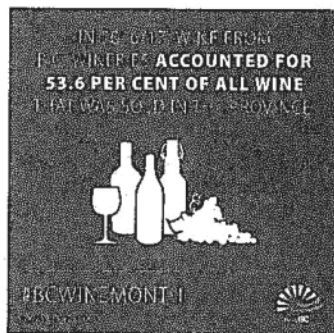
Key Messages:

s.13,s.16

BUY BC: EAT, DRINK LOCAL

- Buy BC: EAT DRINK LOCAL is a province-wide campaign that promotes and fosters relationships between B.C. restaurants, food service establishments, chefs, farmers and producers, and builds greater awareness of and consumer demand for local BC agrifood and seafood products.
- The Province is providing around \$225,000 to the BC Restaurant and Food Services Association to deliver the program and help build consumer appreciation of the excellence of BC's agrifood and seafood products.
- Buy BC: EAT DRINK LOCAL offers restaurants and food service establishments the opportunity to showcase their creativity and skill with local products and flavours during a month-long celebration, which will enable diners to sample regional B.C. cuisine.
- During the BuyBC: EAT DRINK LOCAL month-long celebration, restaurants and food service establishments across the province will offer special menus that feature unique dishes made from local B.C. agrifood and seafood ingredients.
- Beyond this month-long celebration, a web site will provide further information on products grown, harvested and produced in B.C. and the restaurants and food service establishments that serve them, encouraging diners to eat and drink local all year.
- The program is expected to increase the demand and sales of local food in the restaurants and food service establishments, build consumer awareness about the quality, range and flavour of B.C. foods, and help residents and tourists easily identify where local flavours are being served.

Appendix A: Draft B.C. Wine Month Infographics



McRae, Meghan GCPE:EX

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 27, 2018 9:51 AM
To: Schollen, Tasha GCPE:EX
Cc: McColl, John-Michael JTT:EX; Devereux, Rick GCPE:EX; Beale, William AGRI:EX; Newhook, Kelly TAC:EX; Perzoff, Lara GCPE:EX; Giles, Alison GCPE:EX
Subject: Re: Leg Wine Event - Call this Afternoon?

Will and I are free at 2:30 pm

Sent from my iPhone

On Feb 27, 2018, at 9:37 AM, Schollen, Tasha GCPE:EX <Tasha.Schollen@gov.bc.ca> wrote:

Hi folks,
Lots of outstanding questions for this event, which is a week away.

Can we have a call today? Event planner Rick D (on this email) is available after 2pm today.

Let me know if there is a time you cannot accommodate asap, please. I'll send out an invite.

Thanks,
Tasha

Tasha Schollen | Communications Director
Ministry of Jobs, Trade and Technology
Government Communications and Public Engagement
Cell: 250-889-1121

McRae, Meghan GCPE:EX

From: McRae, Meghan GCPE:EX
Sent: Friday, February 23, 2018 4:33 PM
To: Jack, Carolyn GCPE:EX
Subject: RE: sorry - could you pls send your calendar of WINE EVENTS?
Attachments: AGRI COMMS PLAN-SUPPORT FOR BC WINE-draft 1.docx

Sure, I'm updating it this weekend, since we're living in a new world now, so please don't share this version out.

Thanks!
Meghan

From: Jack, Carolyn GCPE:EX
Sent: Friday, February 23, 2018 3:19 PM
To: McRae, Meghan GCPE:EX
Subject: sorry - could you pls send your calendar of WINE EVENTS?

Hi.

Sorry – I've lost that piece of paper you gave us somewhere on my desk.


Need to take it home w me this weekend.

Could you pls re-send?



Carolyn Jack, Acting Director of Communications

Ministry of Tourism, Arts & Culture, Responsible for
Sport and Multiculturalism

 (250) 893-4449



Please consider the environment before printing this email.

Support for B.C. Wine Communications Plan + Roll-out

Strategic Overview:

The purpose of this communications plan is to outline the government communication efforts highlighting the Province's support for B.C.'s wineries in the lead up to April, which will be proclaimed as B.C. Wine Month.

Every effort will be made to release one relevant announcement per week in the lead up to the launch of B.C. Wine Month in April.

Any events/announcements made on behalf of the ministry, by the Minister(s) and/or a government representative will have a separate strategic event plan drafted, which will act as the guiding document for all parties involved, including Minister's Offices, GCPE HQ and events staff.

Challenges:

- s.13,s.16

-

Audiences:

- Wine consumers in B.C.
- Winery owners and workers
- British Columbians in wine-regions (Okanagan, Similkameen, Fraser Valley, Vancouver and Gulf Islands, emerging regions)
- Chefs/Restaurateurs
- Individual Farmers/Ranchers, Producers & Processors
- Food Security champions

Messaging Frame:

- *Connect*-The British Columbians who work in our wine industry are our neighbours and our friends. These family-run vineyards and wineries have chosen farming and wine-making as their passion and profession.
- s.13,s.16
- *Solution*-This is why our government is standing up for B.C. wineries, and doing all we can to support this industry.

Upcoming opportunities:

s.13,s.16

Page 083

Withheld pursuant to/removed as

s.16;s.13

Digital Strategy:

- GCPE HQ is developing 7 infographics that can be shared through either Facebook or Twitter. (appendix A)
- These infographics, as well as photos of government representatives at vineyards and wineries can be shared as imagery adjacent to continued calls to action for consumers to buy B.C. wine in support of B.C.'s wine industry in the lead up to B.C. Wine Month.
- Make use of gov't social media feeds to schedule relevant wine supporting social media content in the lead up to B.C. Wine Month in April.
- In the lead up to B.C. Wine Month, AGRI will provide Minister Popham with one tweet per day on #BCWineMonth generally, and content drafted for her Facebook feed when announcements are made.

Communications materials to be developed:

- News releases (ministry specific, but all should have boilerplate (to be developed) about B.C. Wine Month and support for B.C. Wine.)
- Event plans as required.
- Social content for government channels (in collaboration with Karl's team)
- Ahead of B.C. Wine Month, AGRI will develop a promotional toolkit for government reps to use to show and share their support. The toolkit will include:
 - A tweet sheet of generic suggested tweets, including handles of relevant stakeholders and topical hashtags
 - A page of key messages
 - A page of facts about the B.C. wine industry
 - The infographics being developed by GCPE as JPGs
 - A list of wineries throughout B.C., broken down by region
 - Q & A document about B.C. Wine Month
 - Suggested steps government reps can take to promote B.C. Wine Month in their communities, and to their followers.

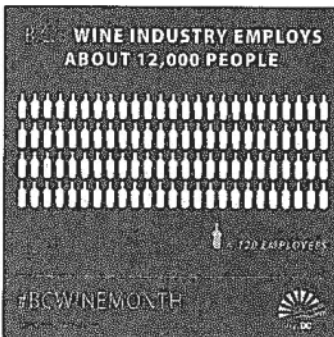
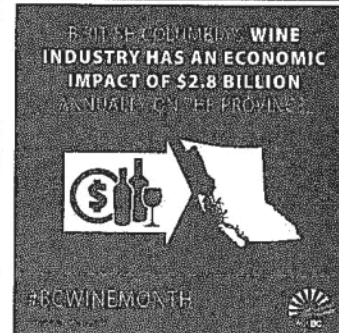
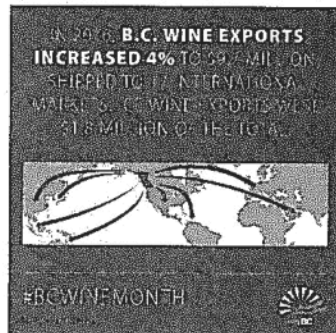
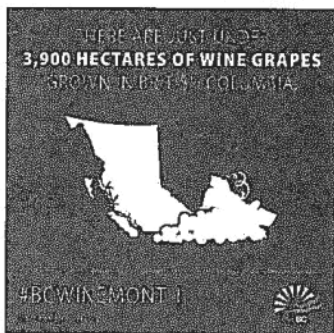
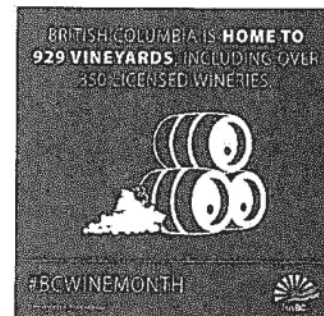
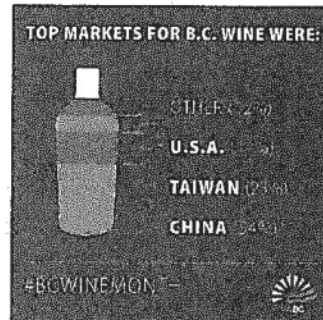
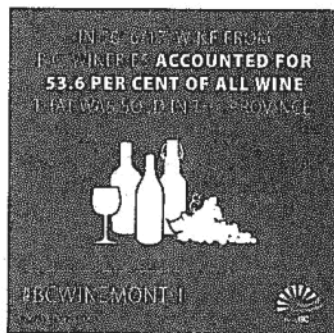
Key Messages:

s.13,s.16

BUY BC: EAT, DRINK LOCAL

- Buy BC: EAT DRINK LOCAL is a province-wide campaign that promotes and fosters relationships between B.C. restaurants, food service establishments, chefs, farmers and producers, and builds greater awareness of and consumer demand for local BC agrifood and seafood products.
- The Province is providing around \$225,000 to the BC Restaurant and Food Services Association to deliver the program and help build consumer appreciation of the excellence of BC's agrifood and seafood products.
- Buy BC: EAT DRINK LOCAL offers restaurants and food service establishments the opportunity to showcase their creativity and skill with local products and flavours during a month-long celebration, which will enable diners to sample regional B.C. cuisine.
- During the BuyBC: EAT DRINK LOCAL month-long celebration, restaurants and food service establishments across the province will offer special menus that feature unique dishes made from local B.C. agrifood and seafood ingredients.
- Beyond this month-long celebration, a web site will provide further information on products grown, harvested and produced in B.C. and the restaurants and food service establishments that serve them, encouraging diners to eat and drink local all year.
- The program is expected to increase the demand and sales of local food in the restaurants and food service establishments, build consumer awareness about the quality, range and flavour of B.C. foods, and help residents and tourists easily identify where local flavours are being served.

Appendix A: Draft B.C. Wine Month Infographics



McRae, Meghan GCPE:EX

From: McRae, Meghan GCPE:EX
Sent: Friday, February 23, 2018 12:06 PM
To: Nelson, Tiffany GCPE:EX; Schollen, Tasha GCPE:EX; Jack, Carolyn GCPE:EX
Cc: Robins, Shawn GCPE:EX
Subject: RE: NR today re: liquor panel

Thanks!

From: Nelson, Tiffany GCPE:EX
Sent: Friday, February 23, 2018 12:05 PM
To: McRae, Meghan GCPE:EX; Schollen, Tasha GCPE:EX; Jack, Carolyn GCPE:EX
Cc: Robins, Shawn GCPE:EX
Subject: RE: NR today re: liquor panel

Here it is: <https://news.gov.bc.ca/16453>

From: McRae, Meghan GCPE:EX
Sent: Friday, February 23, 2018 12:02 PM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Schollen, Tasha GCPE:EX <Tasha.Schollen@gov.bc.ca>; Jack, Carolyn GCPE:EX <Carolyn.Jack@gov.bc.ca>
Cc: Robins, Shawn GCPE:EX <Shawn.1.Robins@gov.bc.ca>
Subject: RE: NR today re: liquor panel

Thanks for this, Tiffany.

Do you mind sending me the Permalink from the Final NR that editors would have sent you? I'll draft up a tweet for MLP to go out at 1:30 PM.

From: Nelson, Tiffany GCPE:EX
Sent: Friday, February 23, 2018 9:02 AM
To: Schollen, Tasha GCPE:EX; McRae, Meghan GCPE:EX; Jack, Carolyn GCPE:EX
Cc: Robins, Shawn GCPE:EX
Subject: FYI: NR today re: liquor panel

Hi partners in wine,

FYI that we're issuing this (technical, as you'll see mentioned four times) NR today at 1:30 p.m.

Let us know if you have any questions.

Thanks

McRae, Meghan GCPE:EX

From: McRae, Meghan GCPE:EX
Sent: Thursday, February 22, 2018 4:37 PM
To: Togneri, Cassandra GCPE:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: Re: Request for wine stat

Thanks for this Cass, very helpful!

Sent from my iPhone

On Feb 22, 2018, at 4:26 PM, Togneri, Cassandra GCPE:EX <Cassandra.Togneri@gov.bc.ca> wrote:

Hi Meghan –

Just as an FYI for when you're looking at liquor stuff from graphics, the attached are graphics that were used by the previous government.

Cass

Cassandra Togneri
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
P: 250-953-3196 / C: 778-677-0870

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 20, 2018 10:09 AM
To: Nelson, Tiffany GCPE:EX
Cc: Robins, Shawn GCPE:EX; Togneri, Cassandra GCPE:EX
Subject: RE: Request for wine stat

Thanks, any chance they can share that second stat as well? 100 per cent BC wines?

From: Nelson, Tiffany GCPE:EX
Sent: Tuesday, February 20, 2018 10:08 AM
To: McRae, Meghan GCPE:EX
Cc: Robins, Shawn GCPE:EX; Togneri, Cassandra GCPE:EX
Subject: FW: Request for wine stat

Hi Meghan – see stat below from the LDB. Let us know if that works and once you have a draft of the graphic prepared.

Thanks,

Tiffany
250 858-4680

From: Tam, Dixon LDB:EX
Sent: Tuesday, February 20, 2018 9:51 AM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Turner, Caeli LDB:EX <caeli.turner@bcldb.com>; Zanolco, Viviana LDB:EX <viviana.zanolco@bcldb.com>; Bilney, Kate LDB:EX

<kate.bilney@bcldb.com>

Cc: Robins, Shawn GCPE:EX <Shawn.1.Robins@gov.bc.ca>

Subject: RE: Request for wine stat

Hi Tiffany,

Our stats show that **"wine from BC wineries"** accounted for **53.6 per cent of all wine that was sold in the province for fiscal 2016/2017**. It is important to note the highlighted point when using the stat. "Wine from BC wineries" is different than "100 per cent BC wines" given the grapes that come from out of province. The industry can be sensitive about the distinction.

Please let me know if you have any questions.

Dixon

Dixon Tam

Senior Communications Officer, Corporate Policy & Communications

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3028 E: dixon.tam@bcldb.com

Service. Relationships. Results.

The LDB is proud to contribute over \$1 billion annually to the Province of British Columbia. Our contribution helps provide financial support for vital public services including health care and education.



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From: Nelson, Tiffany GCPE:EX

Sent: Monday, February 19, 2018 4:40 PM

To: Turner, Caeli LDB:EX; Zanolco, Viviana LDB:EX; Tam, Dixon LDB:EX

Cc: Robins, Shawn GCPE:EX

Subject: Request for wine stat

Hi there – AGRI is wondering if LDB has a stat of the percentage of B.C. wines sold out of government liquor stores. Ex: *"For every 10 bottles of wine sold from BC Liquor Stores, X are B.C. wines"*.

They're pulling together an infographic I'll share once we have it.

Thanks,

Tiffany
250 858-4680

<BC Wine and Beer_Infographic A_24May17 FINAL.jpg>

<BC Wine and Beer_Infographic B_24May17 FINAL.jpg>

<LCLB_LCLA In Effect_InfographicA_22Jan17_FINAL.jpg>

<Wine Industry Infographic_06Mar17 FINAL.jpg>

McRae, Meghan GCPE:EX

From: McRae, Meghan GCPE:EX
Sent: Thursday, February 22, 2018 2:14 PM
To: Mack, James AGRI:EX; Beale, William AGRI:EX
Cc: MacDonald, Alex GCPE:EX
Subject: BC Wine Month meeting download

Presented comms plan, feedback was:

s.13

Sent from my iPhone

McRae, Meghan GCPE:EX

From: Smith, Jessica C AGRI:EX
Sent: Wednesday, February 21, 2018 4:17 PM
To: Beale, William AGRI:EX
Cc: McRae, Meghan GCPE:EX
Subject: RE: AGRI Media Request: BC response to BCWI filing for injunction re wine sales in Alberta

MLP approves.

From: Beale, William AGRI:EX
Sent: Wednesday, February 21, 2018 3:18 PM
To: Smith, Jessica C AGRI:EX
Subject: Fwd: AGRI Media Request: BC response to BCWI filing for injunction re wine sales in Alberta

Can you get her to sign off on this after the meeting?

It's with Alex as well so he may have edits.

On Feb 21, 2018, at 2:10 PM, McRae, Meghan GCPE:EX <Meghan.McRae@gov.bc.ca> wrote:

Will, suggest this edited statement. s.13.s.14

Reporter

Dirk Meissner, Reporter
Canadian Press (BC Bureau)
dirk.meissner@thecanadianpress.com
250-384-4912 c: 250-418-5779

Deadline ASAP

Request

statement or bg fine

Background

Recommendation

MLP statement

"Our government supports all efforts consistent with the law to end the illegal wine ban imposed by Alberta. The Alberta government's unfair and illegal decision to ban B.C. wine threatens the livelihood of the families that have worked so hard to build B.C.'s world-class wine industry. Our government will continue to stand with B.C. wine producers against these unfair trade actions, and in addition to formally challenging Alberta's ban on B.C. wines through the Canadian Free Trade Agreement's dispute settlement process, we have committed to the following measures to promote B.C. wines locally, and in international markets:

- April will be “B.C. Wine Month” with promotions throughout the province that will encourage British Columbians to support our local award-winning wines.
- There will be increased opportunities for B.C. wines in BC Liquor Stores, including wines from small and medium producers that are not typically available outside of the wineries
- The Province will fund programming to increase BC VQA wine export sales through increased presence at trade shows, food fairs, sales exhibitions and trade missions.
- The BC government will launch a province-wide Buy BC: Eat Drink Local campaign focused on 100% BC craft alcohols including wines, beers and ciders.”

McRae, Meghan GCPE:EX

From: Remillard, Patrick AGRI:EX
Sent: Wednesday, February 21, 2018 12:06 PM
To: Boelens, Robert GCPE:EX
Cc: Anderson, Arlene AGRI:EX; McRae, Meghan GCPE:EX
Subject: RE: draft BC Wine Month proclamation

Hi Robert,

Absolutely, will do.

Regards,

Patrick

From: Boelens, Robert GCPE:EX
Sent: Wednesday, February 21, 2018 11:19 AM
To: Remillard, Patrick AGRI:EX
Cc: Anderson, Arlene AGRI:EX; McRae, Meghan GCPE:EX
Subject: FW: draft BC Wine Month proclamation

Thanks for the heads up Patrick, my only thought is would it be possible to add something like (language entirely flexible)

Whereas British Columbians should take pride in and enjoy the high quality products produced in our communities and province, and whereas BC winemakers deserve our support:

From: Remillard, Patrick AGRI:EX
Sent: Wednesday, February 21, 2018 10:48 AM
To: Boelens, Robert GCPE:EX
Cc: Anderson, Arlene AGRI:EX
Subject: draft BC Wine Month proclamation

Hi Robert,

Attached to this email is a draft of the BC Wine Month proclamation. I would be grateful if you could take a look and provide any comments prior to me sending this to the Minister for approval, which I hope to do as soon as possible. The statistics in the proclamation come from the Ministry's press release (and the Ministry of Jobs, Trade and Technology's press release) on the matter as well as from the BC Wine Institute. If you would to see the backup material I would be happy to provide it. I also attach the proclamation for BC Seafood Month as reference. Some of the wording found there is to be added by the OIC office and therefore is not included in this draft. I will also be in contact with you once the Minister has approved the proclamation.

Thank you and please let me know if you have any questions.

Regards,

Patrick Remillard
Legislative Assistant
Corporate Governance, Policy & Legislation Branch
Ministry of Agriculture
(250) 387-9595

McRae, Meghan GCPE:EX

From: Tomana, Sukhi GCPE:EX
Sent: Tuesday, February 20, 2018 9:19 AM
To: McRae, Meghan GCPE:EX
Subject: BC Wine Month

Hey Meghan- hope all is well.

DBC is going to help boost BC Wine Month with a marketing plan to promote wine touring in B.C.

I am going to create some messaging for this and wanted to check-in with you to see if your shop has created messaging for BC Wine Month?

Probably good to keep things aligned!

Happy to share ours once I've drafted too.

ST

McRae, Meghan GCPE:EX

From: Zaharia, Sarah GCPE:EX
Sent: Monday, February 19, 2018 2:52 PM
To: McRae, Meghan GCPE:EX
Subject: RE: suggested next steps for BC Wine Month

Let's talk it out at our first meeting! We'll have to take the temperature closer to the event for sure

From: McRae, Meghan GCPE:EX
Sent: Monday, February 19, 2018 2:47 PM
To: Zaharia, Sarah GCPE:EX
Subject: RE: suggested next steps for BC Wine Month

Might have got them on side...who would you suggest she could/should be trying to meet with here? Canadian sommeliers? There in support of the BC Wineries? 24 BC wineries will be in attendance. Might be kind of cool/rogue for her to go with her Buy BC sign...

From: Zaharia, Sarah GCPE:EX
Sent: Monday, February 19, 2018 12:55 PM
To: McRae, Meghan GCPE:EX
Subject: RE: suggested next steps for BC Wine Month

She should think about being there at a minimum. The who's who of the industry will be there.

From: McRae, Meghan GCPE:EX
Sent: Monday, February 19, 2018 12:53 PM
To: Zaharia, Sarah GCPE:EX
Subject: Re: suggested next steps for BC Wine Month

No the wine festival, as far as I know, is an international wine festival, and specifically is focused on the wines of Spain and Portugal.
I believe TAC may have been asked to speak, though?

Sent from my iPhone

On Feb 19, 2018, at 12:44 PM, Zaharia, Sarah GCPE:EX <Sarah.Zaharia@gov.bc.ca> wrote:

Thanks – where does the Wine Festival fit in? Is MLP planning on speaking?

From: McRae, Meghan GCPE:EX
Sent: Monday, February 19, 2018 12:29 PM
To: Zaharia, Sarah GCPE:EX
Subject: FW: suggested next steps for BC Wine Month

Nothing fancy, but so you have this in your back pocket, this is what Will's socializing, as he gets asked about our plan for BC Wine Month.

From: McRae, Meghan GCPE:EX
Sent: Monday, February 19, 2018 12:06 PM

To: Beale, William AGRI:EX

Subject: suggested next steps for BC Wine Month

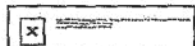
Here's what I have suggested. Let me know if you have other ideas you want incorporated, etc.

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

McRae, Meghan GCPE:EX

From: Liza Yuzda <liza@cknw.com>
Sent: Thursday, February 15, 2018 10:47 AM
To: McRae, Meghan GCPE:EX
Subject: Re: Follow up-media request-BC Wine Month

Thanks so much. When do you think you will have the budget for April.
And for the May event, is the \$225,000 earmarked last year the total cost? If not, what additional costs are going to the event?



Liza Yuzda | Reporter, Victoria Bureau at the BC Legislature | CKNW News Talk 980
T. 250-385-8622 | C. 250-920-8944 | Email. liza@cknw.com | Twitter. [lizaCKNW980](https://twitter.com/lizaCKNW980)

From: McRae, Meghan GCPE:EX <Meghan.McRae@gov.bc.ca>
Sent: Thursday, February 15, 2018 10:44 AM
To: Liza Yuzda
Subject: Follow up-media request-BC Wine Month

Hi Liza,

I've got the background that Sonja had mentioned for your follow-up question.

- The Ministry of Agriculture is working with the Liquor Distribution Branch and other relevant ministries as well as the B.C. wine industry on a series of activities as part of B.C. Wine Month in April; the scope and scale of the activities are still being developed.
- The Buy BC: EAT DRINK LOCAL campaign taking place in May 2018 was announced last Fall <https://news.gov.bc.ca/releases/2017AGRI0055-001719> . The Ministry of Agriculture had provided \$225,000 for the development of that program last year.

Thanks,
Meghan

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

McRae, Meghan GCPE:EX

From: Laura Kittmer <LKittmer@winebc.com>
Sent: Wednesday, February 14, 2018 4:20 PM
To: McRae, Meghan GCPE:EX
Cc: Miles Prodan; Ashley Spilak
Subject: RE: CONFIDENTIAL: Embargoed NR -BC Wine

Thank you Meghan,

Ashley, please tweet & retweet Ministers' tweets!

Thanks all,
Laura

Laura Kittmer
Media Relations Manager
LKittmer@WineBC.com
phone. 250-762-9744 ext. 108

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

British Columbia Wine Institute
107 – 1726 Dolphin Avenue
Kelowna, B.C. V1Y 9R9
twitter.com/winebcdotcom
winebc.org
winebc.com
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.

-----Original Message-----

From: McRae, Meghan GCPE:EX [mailto:Meghan.McRae@gov.bc.ca]
Sent: Wednesday, February 14, 2018 4:04 PM
To: Laura Kittmer <LKittmer@winebc.com>
Cc: Miles Prodan <MProdan@winebc.com>
Subject: RE: CONFIDENTIAL: Embargoed NR -BC Wine

Final, going out at 4:05 PM

Here's the link to the NR if you want to tweet it out. Minister has some tweets linking to your social as well.

Permalink: <https://news.gov.bc.ca/16404> Thank you both!

Meghan

-----Original Message-----

From: Laura Kittmer [mailto:LKittmer@winebc.com]
Sent: Wednesday, February 14, 2018 3:17 PM
To: McRae, Meghan GCPE:EX

Cc: Miles Prodan
Subject: RE: CONFIDENTIAL: Embargoed NR -BC Wine

Meghan,

Can you please send me the final NR once it is distributed?

Many thanks,
Laura

Laura Kittmer
Media Relations Manager
LKittmer@WineBC.com
phone. 250-762-9744 ext. 108

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

British Columbia Wine Institute
107 – 1726 Dolphin Avenue
Kelowna, B.C. V1Y 9R9
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winebc.org
winebc.com
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.

-----Original Message-----

From: Miles Prodan
Sent: Wednesday, February 14, 2018 11:55 AM
To: McRae, Meghan GCPE:EX <Meghan.McRae@gov.bc.ca>
Cc: Beale, William AGRI:EX <William.Beale@gov.bc.ca>; Laura Kittmer <LKittmer@winebc.com>
Subject: RE: CONFIDENTIAL: Embargoed NR -BC Wine

Good to go, thanks!

-----Original Message-----

From: McRae, Meghan GCPE:EX [mailto:Meghan.McRae@gov.bc.ca]
Sent: Wednesday, February 14, 2018 11:54 AM
To: Miles Prodan <MProdan@winebc.com>
Cc: Beale, William AGRI:EX <William.Beale@gov.bc.ca>; Laura Kittmer <LKittmer@winebc.com>
Subject: Re: CONFIDENTIAL: Embargoed NR -BC Wine

I think it's fine as is, unless you want to work it in further? We mention it above.

Sent from my iPhone

> On Feb 14, 2018, at 11:49 AM, Miles Prodan <MProdan@winebc.com> wrote:
>

> Looks good, should we include mention of April BC Wine month?

> Miles

>

> -----Original Message-----

> From: McRae, Meghan GCPE:EX [mailto:Meghan.McRae@gov.bc.ca]

> Sent: Wednesday, February 14, 2018 11:42 AM

> To: Miles Prodan <MProdan@winebc.com>

> Cc: Beale, William AGRI:EX <William.Beale@gov.bc.ca>; Laura Kittmer <LKittmer@winebc.com>

> Subject: Re: CONFIDENTIAL: Embargoed NR -BC Wine

>

> Can I make the suggestion as below? Does that work for you?

>

> Sent from my iPhone

>

> On Feb 14, 2018, at 11:26 AM, Miles Prodan <MProdan@winebc.com<mailto:MProdan@winebc.com>> wrote:

>

> Feel free to edit/wordsmith as required.

>

> "We are grateful for the loyalty and support we have received from the consumers across B.C & Canada in response to Alberta's announcement to boycott BC Wine.

>

> We appreciate the Province's quick response in support of B.C.'s wineries, and we...

> We remain resolute in our mission to secure sales opportunities here in B.C. for the many BC 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."

>

> From: McRae, Meghan GCPE:EX [mailto:Meghan.McRae@gov.bc.ca]

> Sent: Wednesday, February 14, 2018 9:59 AM

> To: Miles Prodan <MProdan@winebc.com<mailto:MProdan@winebc.com>>

> Cc: Beale, William AGRI:EX <William.Beale@gov.bc.ca<mailto:William.Beale@gov.bc.ca>>

> Subject: CONFIDENTIAL: Embargoed NR -BC Wine

>

> Hi Miles,

>

> We have an early draft of the release we're hoping to get out today. Are you interested in including a quote? If so, can you please send one back before 11:30 AM? Reminder that this is still draft and confidential, some minor tweaks may be coming. I can let you know what time it's scheduled for as soon as I have that determined.

>

>

> Province supports local wine industry by proclaiming April B.C. Wine Month

>

> VICTORIA – In support of B.C.'s wine industry, following Alberta's sudden ban on B.C. wine imports last week, the Province will proclaim the month of April as B.C. Wine Month, in conjunction with BC Liquor Stores throughout the province.

>

>

> "B.C.'s wine industry is made up of family-run vineyards and wineries that have chosen farming as their life's course, provide good jobs in communities in our wine-growing regions, and share their award-winning varietals with British Columbians, Canadians and consumers from around the world," Said Minister of Agriculture Lana Popham. "We told

British Columbians we would fight for our wine-making community, and promoting an entire month to B.C. wines is a wonderful way to do just that.”

>

>

>

> With B.C. Wine Month being proclaimed in April, British Columbians can expect to see an increase in B.C. wines in their local BC Liquor Store, including craft wines from small and medium wineries. BC Liquor Store patrons will be made aware of the promotion through an increase in store-front displays and a greater variety of in-store tastings of B.C. wines.

>

>

> The Ministry of Agriculture is currently working with the BC Wine Institute to open up new markets for B.C. wines within Canada and globally and to further support the British Columbians who make up B.C.’s wine sector.

>

> “Miles Prodan quote”

>

> Fast Facts:

>

> * BC is home to 929 vineyards, including 254 licensed wineries.

> * There are just under 3,900 hectares of wine grapes and 56 hectares of fresh market grapes.

> * Over 60 different grape varieties are produced in the province, the top ten of which include Merlot, Pinot Gris, Pinot Noir, Chardonnay, Cabernet Sauvignon, Gewurztraminer, Cabernet Franc, Syrah, Riesling, and Sauvignon Blanc.

> * In 2016, BC wine exports increased 4% to \$9.7 million shipped to 17 international markets.

> * Ice wine exports were \$1.8 of the total.

> * The top export markets for B.C. wine were China (54%), Taiwan (23%) and the US (11%)

>

>

>

> Thanks!

> Meghan

>

> Meghan McRae

> Communications Director,

> Ministry of Agriculture

> Government Communications and Public Engagement

> P:250-952-0622

>

McRae, Meghan GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 12, 2018 2:58 PM
To: McRae, Meghan GCPE:EX
Cc: Zaharia, Sarah GCPE:EX; Zoeller, Sonja GCPE:EX
Subject: FW: Support BC Wine Ad
Attachments: GCPE_21012610-P Toast the Coast_Nsp_G&M.pdf

Hello Meghan,
Please find attached the print ready version of the 'Support BC wine' ad. This is the highest res version that I have access to.

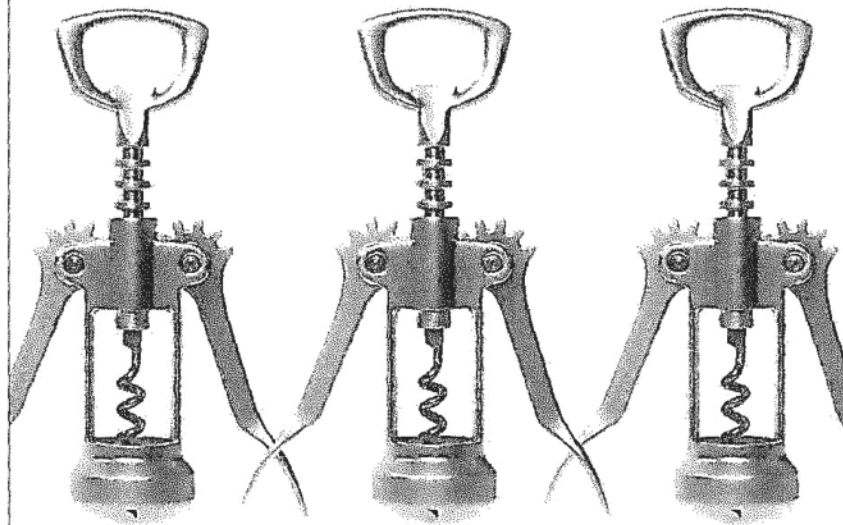
The full page ad appeared in four papers this weekend – the Globe and Mail, Vancouver Sun, Province and Prince George Citizen.

Let me know if you need anything else.

Kathryn LeSueur

Kathryn LeSueur | Director, Marketing and Advertising
Government Communications and Public Engagement
Kathryn.LeSueur@gov.bc.ca
Office: 778 698 8674
Mobile: 778 584 1256

Together, let's support BC wine.



This weekend, buy some BC wine and
raise a glass to protecting BC's coast.

#ToastTheCoast
Drink responsibly



Client: GCPE
File Name: GCPE_2610 (54) Toast The Coast_M&M_CRM
Actual Size: 8.5" x 11"
Country: BVI
Date: Friday, 6, 2015 11:45 AM
Revision Date:
Material Date:
Publication: Globe & Mail - BC
Operator: LD

GLOBE & MAIL - BC EDITION

Ad#: GCPE_2610_G&MBC

McRae, Meghan GCPE:EX

From: Zaharia, Sarah GCPE:EX
Sent: Monday, February 12, 2018 11:26 AM
To: McRae, Meghan GCPE:EX
Subject: RE: IN_GCPE_BC_wine_ad_Feb9_900pm_DRAFT AGRI addition.docx

Thanks. Did that list of additional supports get circulated as well?

-----Original Message-----

From: McRae, Meghan GCPE:EX
Sent: Monday, February 12, 2018 8:55 AM
To: Zaharia, Sarah GCPE:EX
Subject: IN_GCPE_BC_wine_ad_Feb9_900pm_DRAFT AGRI addition.docx

Finance has this version saved on their LAN as final.

McRae, Meghan GCPE:EX

From: Michelle Morton <michelle@cknw.com>
Sent: Sunday, February 11, 2018 1:59 PM
To: McRae, Meghan GCPE:EX
Subject: RE: BC Wine Statement-Minister of Agriculture

Thanks, Meghan!

M

-----Original Message-----

From: McRae, Meghan GCPE:EX [<mailto:Meghan.McRae@gov.bc.ca>]
Sent: Sunday, February 11, 2018 1:52 PM
To: Michelle Morton <michelle@cknw.com>
Subject: BC Wine Statement-Minister of Agriculture

Hi Michelle, I reached out to the Minister's office staff to see if her availability had changed. It doesn't seem like it has. If I hear anything different at any point today or tomorrow I'll connect with you.

In the meantime, here's the statement I mentioned.

Have a great weekend,
Meghan

Statement attributable to Minister of Agriculture, Lana Popham.

"The flavours and quality of B.C. wines are enjoyed across our country and in many more, which makes the ban on the import of B.C. wine into Alberta all the more disappointing. The ban prevents Albertans from enjoying a Canadian product that is putting B.C. on the map as a global destination for new world wine, and hurts many family-owned vineyards and wineries here at home.

The B.C. government stands with B.C. wineries, and is working with the B.C. Wine Institute to increase opportunities for our wines in our province, Canada, and around the world, and we are committed to succeeding on all fronts. I know many British Columbians share that feeling of support, because in recent days I have heard from many local wine drinkers who now, more than ever, want to support the people who live and work in our wine regions. This Family Day weekend, support B.C.'s family-run vineyards and wineries; Buy BC Wine. Together, let's support B.C. Wine."

McRae, Meghan GCPE:EX

From: Robins, Shawn GCPE:EX
Sent: Friday, February 9, 2018 8:45 AM
To: McRae, Meghan GCPE:EX
Cc: Nelson, Tiffany GCPE:EX; Boelens, Robert GCPE:EX
Subject: RE: URGENT: Response to BC Wine Ban

Will follow up with LDB

From: McRae, Meghan GCPE:EX
Sent: Friday, February 9, 2018 8:43 AM
To: Robins, Shawn GCPE:EX
Cc: Nelson, Tiffany GCPE:EX; Boelens, Robert GCPE:EX
Subject: Re: URGENT: Response to BC Wine Ban

While the EP includes your Minister, that's not a certainty, but many of the recommendations being discussed as actions to be announced involve Liquor Distribution/B.C. Liquor stores, which is why we need to work with your team.

I believe Michelle (?) from LDB is working on it, could be wrong on the name though.

Sent from my iPhone

On Feb 9, 2018, at 8:26 AM, Robins, Shawn GCPE:EX <Shawn.1.Robins@gov.bc.ca> wrote:

First I have heard of this.

From: McRae, Meghan GCPE:EX
Sent: Friday, February 9, 2018 8:20 AM
To: Nelson, Tiffany GCPE:EX
Cc: Robins, Shawn GCPE:EX; Boelens, Robert GCPE:EX
Subject: Re: URGENT: Response to BC Wine Ban

McRae, Meghan GCPE:EX

From: Tomana, Sukhi GCPE:EX
Sent: Wednesday, February 7, 2018 3:46 PM
To: Cotton, Brian GCPE:EX; Boelens, Robert GCPE:EX; Karn, David GCPE:EX
Cc: McRae, Meghan GCPE:EX
Subject: RE: ■ top level KM - BC wine boycott

Thank you everyone!

Sukhi

From: Cotton, Brian GCPE:EX
Sent: Wednesday, February 7, 2018 3:42 PM
To: Boelens, Robert GCPE:EX; Karn, David GCPE:EX
Cc: Tomana, Sukhi GCPE:EX; McRae, Meghan GCPE:EX
Subject: RE: ■ top level KM - BC wine boycott

Below are latest KMs from the PO specifically on wine boycott, the lines below on spills are fine – we are still sending everything to MO/PO at this point and awaiting direction on responding.

- s.13,s.16
-
-
-
-
-

From: Boelens, Robert GCPE:EX
Sent: Wednesday, February 7, 2018 3:37 PM
To: Karn, David GCPE:EX; Cotton, Brian GCPE:EX
Cc: Tomana, Sukhi GCPE:EX; McRae, Meghan GCPE:EX
Subject: FW: ■ top level KM - BC wine boycott

Hi Dave and Brian, Sukhi is looking for some KM re the wine boycott asap – can you pls let us know if these are the latest, or if newer versions can be passed along?

- s.13,s.16
-

Page 110

Withheld pursuant to/removed as

s.16;s.13

McRae, Meghan GCPE:EX

From: Tomana, Sukhi GCPE:EX
Sent: Wednesday, February 7, 2018 3:23 PM
To: McRae, Meghan GCPE:EX
Cc: Boelens, Robert GCPE:EX
Subject: Urgent Request: Tourism/Wine BoycottBC

Importance: High

Hi Meghan and Robert- I have one bullet about BC wine in my #boycottbc issues note. After yesterday's events, I need to update it. Will you please supply me with your messaging (even if it's holding messaging)? The bullet point that we had before all this blew up is below:

If asked about the boycott of wine

- I am confident that support for BC's wine industry will continue to be strong.

McRae, Meghan GCPE:EX

From: Tomana, Sukhi GCPE:EX
Sent: Wednesday, February 7, 2018 2:09 PM
To: McRae, Meghan GCPE:EX
Cc: Jack, Carolyn GCPE:EX
Subject: FW: Urgent: boycott notes--wine tourism

Hey Meghan- below is a link to a fact sheet on the economic impact of the wine industry for B.C.

<http://www.canadianvintners.com/wp-content/uploads/2017/06/BC-Grape-and-Wine-Industry-FACT-SHEET-2015.pdf>

If you reference these facts, please say they are from Canadian Vintners Association and the BC Wine Institute.

Let me know if you need anything else.

Sukhi

From: Mason, Clare DBC:EX
Sent: Wednesday, February 7, 2018 2:03 PM
To: Tomana, Sukhi GCPE:EX
Cc: Ramirez, Justinne DBC:EX; Hoffard, Kate DBC:EX
Subject: FW: Urgent: boycott notes--wine tourism

Hi Sukhi
Here you go; please refer to the studies themselves as it's not our work
Thx
Clare

<http://www.canadianvintners.com/wp-content/uploads/2017/06/BC-Grape-and-Wine-Industry-FACT-SHEET-2015.pdf>

From 2015 and were released last summer, so they are the most recent.

In this case those number are from a study done by the Canadian vintners association and the BC Wine Institute and refer to the Wine industry in general. The full report is here: <http://www.canadianvintners.com/wp-content/uploads/2017/06/Canada-Economic-Impact-Report-2015.pdf>

Clare Mason
Manager, Corporate Communications
Destination British Columbia
12th Floor, 510 Burrard Street
Vancouver, British Columbia
Canada V6C 3A8
T 604.660.0424
F 604.660.1505
E Clare.Mason@DestinationBC.ca
Consumer HelloBC.com
Corporate DestinationBC.ca



Sign up [here](#) for updates, invites and our new industry newsletter, ***Destination BC News***. Receive updates on our marketing campaigns, hear about tourism partnership and media coverage successes, learn facts and figures from our research team, get news you can use about upcoming events—and much more, right to your inbox.

McRae, Meghan GCPE:EX

From: Townsend, Dave H GCPE:EX
Sent: Wednesday, February 7, 2018 11:35 AM
To: Densmore, Brad GCPE:EX; Densmore, Brad GCPE:EX
Cc: Boelens, Robert GCPE:EX; Robins, Shawn GCPE:EX; Karn, David GCPE:EX; Crebo, David GCPE:EX; McRae, Meghan GCPE:EX
Subject: RE: JTT Media Request: BC Agriculture & Wine Exports to Alberta - Stats

Hi Brad,

We have a similar request from the Vancouver Sun and I will be getting back to that reporter with this on background:

The Ministry of Agriculture does not have a database that tracks interprovincial movement of products. Regarding wine production statistics, we suggest that the BC Wine Institute would be your best source for that information.

From: Brad Densmore [<mailto:Brad.Densmore@gov.bc.ca>]
Sent: Wednesday, February 7, 2018 11:22 AM
To: Densmore, Brad GCPE:EX
Cc: Townsend, Dave H GCPE:EX; Boelens, Robert GCPE:EX; Robins, Shawn GCPE:EX; Karn, David GCPE:EX; Crebo, David GCPE:EX
Subject: JTT Media Request: BC Agriculture & Wine Exports to Alberta - Stats

Reporter

Claire Clancy, Reporter
Edmonton Journal
780-429-5172

Deadline Thursday, February 8, 2018 4:30 PM

Request

Reporter seeks export statistics agriculture exports to Alberta, for the following: fruit, seafood, liquor, wine, and beer. 2017 data preferred.

Would like a response by end of day today - may accept tomorrow morning if necessary.

Background

Recommendation

McRae, Meghan GCPE:EX

From: Lalani, Arif AGRI:EX
Sent: Tuesday, February 6, 2018 7:28 PM
To: Beale, William AGRI:EX; Smith, Jessica C AGRI:EX
Cc: McRae, Meghan GCPE:EX; Cameron, Sandra AGRI:EX
Subject: FW: Wine project update

Two projects I initiated and given the Alberta wine issue thought you should know some work we are doing with the wine industry.

Arif Lalani | ADM | Business Development Division | Agriculture
5th Floor, 808 Douglas Street, V8V 9B4 | T 250.356.1122 | F 250.356.7279
arif.lalani@gov.bc.ca

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From: Easton, Joan E AGRI:EX
Sent: Tuesday, February 6, 2018 6:28 PM
To: Lalani, Arif AGRI:EX
Cc: Patterson, Mat AGRI:EX; Cameron, Sandra AGRI:EX; Mack, James AGRI:EX; Hrycuik, Lorie AGRI:EX; Wong, Jane T AGRI:EX
Subject: Wine project update

Hi Arif

We thought it timely (thank you Mat) to provide an update on the two wine projects that are proceeding using GF2 dollars. We thought you might need a high level update for roundtable or to provide to the DM.

We had the opportunity to brief James and Lorie on the two pieces yesterday. As the bullets are a good high level summary I am copying them both so they also have the information at hand.

We are continuing to discuss with the Wine Institute (Miles Prodan) the terms of reference and they will be finalized this week.

Regards
Joan

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Joan Easton
Executive Director, Innovation and Adaptation Services Branch
3rd Floor, 808 Douglas Street
Ministry of Agriculture

Phone: (250) 356 7057
Fax: (250) 356 0358

McRae, Meghan GCPE:EX

From: Soltau, Carolyn <csoltau@postmedia.com>
Sent: Tuesday, February 6, 2018 6:59 PM
To: McRae, Meghan GCPE:EX
Subject: Re: Media request cont

Thanks Meghan - much appreciated.
Carolyn

[Get Outlook for iOS](#)

From: McRae, Meghan GCPE:EX <Meghan.McRae@gov.bc.ca>
Sent: Tuesday, February 6, 2018 6:44:36 PM
To: Soltau, Carolyn
Subject: Media request cont

Hi, you've likely already seen this, if not, speaks to the amount BC wine sold in Alberta. Hope it helps,
Meghan

[image1.jpeg]

McRae, Meghan GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Tuesday, February 6, 2018 6:25 PM
To: Robins, Shawn GCPE:EX; Nelson, Tiffany GCPE:EX; Schollen, Tasha GCPE:EX; Cotton, Brian GCPE:EX; Karn, David GCPE:EX; McRae, Meghan GCPE:EX; MacDonald, Alex GCPE:EX; Boelens, Robert GCPE:EX
Subject: BCWI statement
Attachments: IMG_6307.JPG; ATT00001.txt

Hi all - not sure I got everyone copied, but just as an FYI, here is today's statement the BC Wine Institute release re: Alberta boycott.
Cassandra

BRITISH COLUMBIA

STATEMENT TO THE PRESS

Response to Alberta Premier's Boycott of BC Wine

For Immediate Release:
February 6, 2018

We are shocked 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.

A working free-trade relationship between Alberta and British Columbia is imperative to securing economic wellbeing for Canada.

The BC wine industry has worked hard to build a positive relationship and partnership with Alberta, particularly in the wine, culinary and tourism sectors, including having collaborated on multiple campaigns directly with the AGLC.

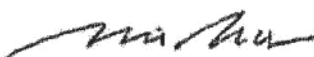
We are disappointed that this political decision is threatening our progress and threatening the successes that have benefited small businesses in both the Alberta and BC economies.

The BCWI believes that it is important for all Canadian provinces to work together and trade together to strengthen our position nationally and internationally. We are very surprised by today's announcement.

FACTS

- 30 per cent of all wine sold in Alberta is from BC, with a retail value of \$160 million
- Alberta is the second most important market for BC wine (behind BC itself)
- A recent poll conducted by the Canada Vintners' Association indicates that 85 per cent of Albertans support interprovincial direct-to-customer wine shipping
- We remain resolute in our mission to expand sales opportunities for our 276 BC grape wineries, most of which are small, family owned and operated businesses

Sincerely,



McRae, Meghan GCPE:EX

From: Boelens, Robert GCPE:EX
Sent: Tuesday, February 6, 2018 5:51 PM
To: McRae, Meghan GCPE:EX; Townsend, Dave H GCPE:EX
Subject: Fwd: Media request - CTV - wine trade

FYI

Begin forwarded message:

From: "Karn, David GCPE:EX" <David.Karn@gov.bc.ca>
Date: February 6, 2018 at 5:12:09 PM PST
To: "Nelson, Tiffany GCPE:EX" <Tiffany.Nelson@gov.bc.ca>
Cc: "Robins, Shawn GCPE:EX" <Shawn.1.Robins@gov.bc.ca>, "Schollen, Tasha GCPE:EX" <Tasha.Schollen@gov.bc.ca>, "Togneri, Cassandra GCPE:EX" <Cassandra.Togneri@gov.bc.ca>, "Boelens, Robert GCPE:EX" <Robert.Boelens@gov.bc.ca>, "Cotton, Brian GCPE:EX" <Brian.Cotton@gov.bc.ca>
Subject: Re: Media request - CTV - wine trade

Thank you. Looping in AGRI.

Sent from my BlackBerry 10 smartphone on the TELUS network.

From: Nelson, Tiffany GCPE:EX
Sent: Tuesday, February 6, 2018 5:05 PM
To: Karn, David GCPE:EX
Cc: Robins, Shawn GCPE:EX; Schollen, Tasha GCPE:EX; Togneri, Cassandra GCPE:EX
Subject: RE: Media request - CTV - wine trade

Hi David – this reporter had reached out to LDB directly. They provided these stats:

- The LDB does not track exports of B.C. wine to specific jurisdictions.
- In 2016/17, the LDB sold a total of 40,368,574 million litres of B.C. wine in our province.
- For data and statistics on exports of B.C. wine, please contact the BC Wine Institute.

Thanks

From: Karn, David GCPE:EX
Sent: Tuesday, February 6, 2018 3:35 PM
To: Schollen, Tasha GCPE:EX; Boelens, Robert GCPE:EX
Subject: Media request - CTV - wine trade

Guys,

CTV's Melanie Nagy asking how much wine does BC ship to AB annually. As a percentage or \$ value? Notely said 70m. Accurate?

One of you?

dkarn

McRae, Meghan GCPE:EX

From: Patterson, Mat AGRI:EX
Sent: Tuesday, February 6, 2018 4:53 PM
To: McRae, Meghan GCPE:EX; Easton, Joan E AGRI:EX
Cc: Lalani, Arif AGRI:EX
Subject: RE: Gov't Marketing campaigns promoting BC Wine?

Yes, I would think so. I would suggest connecting with Miles Prodan, CEO of BCWI, at ^{s.22}

Mat Patterson
BC Ministry of Agriculture
250-356-2945

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 6, 2018 4:44 PM
To: Patterson, Mat AGRI:EX; Easton, Joan E AGRI:EX
Cc: Lalani, Arif AGRI:EX
Subject: RE: Gov't Marketing campaigns promoting BC Wine?

Do you think it's something they'd be willing to share?

From: Patterson, Mat AGRI:EX
Sent: Tuesday, February 6, 2018 4:41 PM
To: McRae, Meghan GCPE:EX; Easton, Joan E AGRI:EX
Cc: Lalani, Arif AGRI:EX
Subject: RE: Gov't Marketing campaigns promoting BC Wine?

Ok, sounds good. Destination BC or BC Wine Institute will likely have something. BCWI has done a lot of advertising themselves over the years, so I imagine they would have something.

Mat Patterson
BC Ministry of Agriculture
250-356-2945

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 6, 2018 4:40 PM
To: Patterson, Mat AGRI:EX; Easton, Joan E AGRI:EX
Cc: Lalani, Arif AGRI:EX
Subject: RE: Gov't Marketing campaigns promoting BC Wine?

Thanks, it sounds like they were hoping for a commercial that may have existed that they could use and splice to push out the message that BC supports BC wines. Doesn't sound like we have that already. I've told them to check with Destination BC, they might have more collateral like that.

From: Patterson, Mat AGRI:EX
Sent: Tuesday, February 6, 2018 4:36 PM
To: McRae, Meghan GCPE:EX; Easton, Joan E AGRI:EX
Cc: Lalani, Arif AGRI:EX
Subject: RE: Gov't Marketing campaigns promoting BC Wine?

No government advertising (e.g. purchasing ad space under STOB 67 to promote BC wine) but we have supported the promotion of BC wine through tradeshow, events and other marketing activities (just as we do with all other sectors) using brochures etc. We have also provided support to BC's wine industry to undertake their own marketing/promotional activities through Buy Local and the GF2 Export Program. Attached is an example of a wine marketing sheet we developed.

Are you speaking about government advertising specifically (e.g. STOB 67) or would you like more information on the other materials/projects we have funded?

Mat Patterson

BC Ministry of Agriculture
250-356-2945

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 6, 2018 4:31 PM
To: Easton, Joan E AGRI:EX; Patterson, Mat AGRI:EX
Cc: Lalani, Arif AGRI:EX
Subject: Gov't Marketing campaigns promoting BC Wine?
Importance: High

Hi Joan and Mat,
HQ Issues team is asking whether on we've done some government advertising in the past promoting BC wine. Do you have anything you can share? It's a rush request, as they develop responses and supporting materials to the wine ban that Alberta imposed this afternoon.

Thanks!
Meghan

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

McRae, Meghan GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Tuesday, February 6, 2018 4:32 PM
To: McRae, Meghan GCPE:EX; MacDonald, Alex GCPE:EX
Cc: Nelson, Tiffany GCPE:EX; Robins, Shawn GCPE:EX
Subject: RE: Heads Up:

Hi Meghan and Alex – this is an approved bullet from the Liquor Distribution Branch. Like here, all liquor sales within Alberta have to go through their distribution branch.

- **B.C. manufacturers cannot sell directly to individuals in Alberta. The AGLC (Alberta Gaming and Liquor Commission) is the legal importer of record for liquor in Alberta. Manufacturers and suppliers sell liquor products to businesses (licensees) through the AGLC. Licensees then sell liquor products to consumers.**

Cassandra Togneri
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
P: 250-953-3196 / C: s.17

From: Robins, Shawn GCPE:EX
Sent: Tuesday, February 6, 2018 4:00 PM
To: Togneri, Cassandra GCPE:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: FW: Heads Up:

Cassandra can you get info and close the loop. Thanks

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 6, 2018 3:52 PM
To: Schollen, Tasha GCPE:EX; Cotton, Brian GCPE:EX; Crebo, David GCPE:EX; Karn, David GCPE:EX
Cc: Nelson, Tiffany GCPE:EX; Robins, Shawn GCPE:EX; MacDonald, Alex GCPE:EX
Subject: RE: Heads Up:

Hi All,
I've added Alex MacDonald on. He's looking for some direction on inter-provincial sales for BC Wine. As in, if someone from AB still wants BC wine, can they still buy directly? Tiffany/Shawn, does this fall under Liquor Policy branch?

From: Schollen, Tasha GCPE:EX
Sent: Tuesday, February 6, 2018 2:32 PM
To: Cotton, Brian GCPE:EX; Crebo, David GCPE:EX; Karn, David GCPE:EX
Cc: Nelson, Tiffany GCPE:EX; Robins, Shawn GCPE:EX; McRae, Meghan GCPE:EX
Subject: RE: Heads Up:

Okay great.
We are asking if this boycott is illegal under a trade agreement. I'll let you know as soon as I have the info.

DK1: we have two media requests that came into us here: CFX and CKNW. I've attached both emails. I told them I was trying to determine a lead. Are you good to take these over?

From: Cotton, Brian GCPE:EX
Sent: Tuesday, February 6, 2018 2:30 PM
To: Schollen, Tasha GCPE:EX; Crebo, David GCPE:EX
Cc: Nelson, Tiffany GCPE:EX; Robins, Shawn GCPE:EX; McRae, Meghan GCPE:EX; Karn, David GCPE:EX
Subject: RE: Heads Up:

Yep (ignore my last email Shawn/Tiffany) – Don Z just called and said we should be lead and to send any relevant messaging through us. Karn has the media phone so please keep him in loop –I know Karn's already talked with AGRI and they're sending their info over now.

From: Schollen, Tasha GCPE:EX
Sent: Tuesday, February 6, 2018 2:27 PM
To: Crebo, David GCPE:EX; Cotton, Brian GCPE:EX
Cc: Nelson, Tiffany GCPE:EX; Robins, Shawn GCPE:EX; McRae, Meghan GCPE:EX
Subject: RE: Heads Up:

Adding Meghan at AGR.

From: Schollen, Tasha GCPE:EX
Sent: Tuesday, February 6, 2018 2:26 PM
To: Crebo, David GCPE:EX; Cotton, Brian GCPE:EX
Cc: Nelson, Tiffany GCPE:EX; Robins, Shawn GCPE:EX
Subject: FW: Heads Up:
Importance: High

Hi Brian,
Is it your understanding that ENV is still lead on this Alberta boycott on BC wine (in response to the bitumen consultation)?

What do you need from us? I have trade and AG has liquor.....

From: Zaharia, Sarah GCPE:EX
Sent: Tuesday, February 6, 2018 2:23 PM
To: Schollen, Tasha GCPE:EX
Subject: RE: Heads Up:

We are holding from this morning – everything goes to Environment

From: Schollen, Tasha GCPE:EX
Sent: Tuesday, February 6, 2018 2:20 PM
To: Zaharia, Sarah GCPE:EX
Subject: FW: Heads Up:

Hi...heads up on this. Trying to determine which shop is lead on this. Wine boycott. AG has liquor. Boycott in response to ENV consultation on bitumen. JTT has trade.

Apparently AG shop has asked Don Z to advise....

From: Schollen, Tasha GCPE:EX
Sent: Tuesday, February 6, 2018 2:14 PM
To: Jessee, Janna L JTT:EX; Anderson, Steve JTT:EX; Hammond, James JTT:EX; Sali, Meghan JTT:EX; McColl, John-Michael JTT:EX; Mihlar, Fazil JTT:EX
Cc: Perzoff, Lara GCPE:EX; Stewart, Courtney GCPE:EX
Subject: Heads Up:

Hi we have two media requests from CKNW and CFAX on this. I'm waiting to find out if this is our lead or not.

Breaking

Alberta premier announces immediate boycott on B.C. wines

'I know a lot of Albertans who love B.C. wine, quite frankly, I'm one of them'

CBC News Posted: Feb 06, 2018 2:52 PM MT Last Updated: Feb 06, 2018 2:52 PM MT

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Page 127

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McRae, Meghan GCPE:EX

From: Schollen, Tasha GCPE:EX
Sent: Tuesday, February 6, 2018 3:53 PM
To: Cotton, Brian GCPE:EX
Cc: Nelson, Tiffany GCPE:EX; Robins, Shawn GCPE:EX; McRae, Meghan GCPE:EX
Subject: Line for Wine

Approved by PO

If Premier Notley's comments about halting the import of BC wines into Alberta are accurate, Alberta would be contravening its trade obligations under the New West Partnership and the Canadian Free Trade Agreement.

Tasha Schollen | Communications Director
Ministry of Jobs, Trade and Technology
Government Communications and Public Engagement
Cell: 250-889-1121

McRae, Meghan GCPE:EX

From: Zaharia, Sarah GCPE:EX
Sent: Tuesday, February 6, 2018 3:01 PM
To: McRae, Meghan GCPE:EX
Subject: RE: CP News: Notley says Alberta to stop importing B.C. wine in pipeline feud

Ok, I'll make sure folks here understand that.

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 6, 2018 3:00 PM
To: Zaharia, Sarah GCPE:EX
Subject: RE: CP News: Notley says Alberta to stop importing B.C. wine in pipeline feud

Have done, in the meantime Alex has sent over lines for Minister Popham, for the avail taking place now. She may end up the unintentional lead on this story today, due to timing.

From: Zaharia, Sarah GCPE:EX
Sent: Tuesday, February 6, 2018 2:24 PM
To: McRae, Meghan GCPE:EX
Subject: RE: CP News: Notley says Alberta to stop importing B.C. wine in pipeline feud

Everything should be going to Environment. Punt it all over there.

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 6, 2018 2:23 PM
To: Zaharia, Sarah GCPE:EX
Subject: FW: CP News: Notley says Alberta to stop importing B.C. wine in pipeline feud

FYI-Alex and Matt are working with PO on response from Premier right now. Minister happens to have a media avail in Kelowna in 45 minutes, so we're hoping to have those lines beforehand.

From: tno@gov.bc.ca [mailto:tno@gov.bc.ca]
Sent: Tuesday, February 6, 2018 2:08 PM
Subject: CP News: Notley says Alberta to stop importing B.C. wine in pipeline feud

CP News

06-Feb-2018 13:52

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Page 130

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McRae, Meghan GCPE:EX

From: Townsend, Dave H GCPE:EX
Sent: Tuesday, February 6, 2018 2:23 PM
To: McRae, Meghan GCPE:EX; Boelens, Robert GCPE:EX; Milne, Jillian GCPE:EX
Subject: Wine Requests so far

1. Reporter

Matthew Lazin-Ryder, Producer
CBC - Vancouver
matthew.lazin-ryder@cbc.ca
604-662-6957
Deadline ASAP

Request

if Minister Popham is available to respond re: Alberta and BC Wine, we'd love to talk with her here On the Coast in Vancouver. To save time and people bothering you, I'll request interviews for the Kelowna and Victoria shows as well - please let me know if any, all, or none of these can work.

Vancouver: 4:05

Victoria: 4:35

Kelowna: 5:05

If she can only do one, we'd prefer Vancouver.

2. Reporter (the reporter also reached out to PO)

Julie Gordon, Reporter
Thomson Reuters Foundation
julie.gordon@thomsonreuters.com
604-396-7906 c: 778-374-3856
Deadline ASAP

Request

I was unsure which department would respond to this. Alberta Premier Rachel Notley has said her province will no longer import B.C. wine, due to continuing disagreement over B.C.'s environmental rules related to crude oil transport. Can any of you provide comment on this. For agriculture in particular, what is the value of wine exports to Alberta?

3. Reporter

Roszan Holmen, Producer
CFAX 1070
roszan.holmen@bellmedia.ca
250-920-4616
Deadline ASAP

Request

Is Minister Popham available for an interview tomorrow morning to discuss Notley's move to halt BC wine imports? I'm aiming for an interview sometime BEFORE 9 a.m.

Dave Townsend
Government Communications and Public Engagement

Ministry of Agriculture
Office: 250 356-7098 Cell: 250 889-5945
Email: dave.h.townsend@gov.bc.ca

McRae, Meghan GCPE:EX

From: Matthews, Carmen AGRI:EX
Sent: Tuesday, February 6, 2018 2:42 PM
To: North, Anna AGRI:EX; McRae, Meghan GCPE:EX
Cc: Townsend, Dave H GCPE:EX
Subject: RE: BC Wine Industry Insight Forum

Thanks, Anna.

From: North, Anna AGRI:EX
Sent: Tuesday, February 6, 2018 2:33 PM
To: Matthews, Carmen AGRI:EX; McRae, Meghan GCPE:EX
Cc: Townsend, Dave H GCPE:EX
Subject: RE: BC Wine Industry Insight Forum

LDB (Liquor Distribution Branch) confirms that they do not track stats on export sales, only sales internal to BC, and they provided me with a media clip Notley says Alberta currently imports about 17 million bottles of wine worth \$70 million annually from B.C. wineries.

Have not heard back from JTT yet.

From: Matthews, Carmen AGRI:EX
Sent: Tuesday, February 6, 2018 2:31 PM
To: McRae, Meghan GCPE:EX
Cc: North, Anna AGRI:EX; Townsend, Dave H GCPE:EX
Subject: RE: BC Wine Industry Insight Forum

Sorry we don't Meghan – here's what we've found out so far in the last five minutes. Anna will send anything she finds out as soon as she gets it...

Hi Dave – we don't have any data here and the briefing notes are from 2015 or earlier and don't have shipment numbers at all and not to AB. The only number we've found is in the new clippings from yesterday from Quail's Gate. Anna North is contacting our trade counterparts at MIT for any info they may have. She'll send to you directly if we get anything.

Carmen Matthews
Manager, Corporate Statistics & Research
Corporate Governance, Policy & Legislation
Ministry of Agriculture
Phone: 250 356-2521 | Cell s.17

From: McRae, Meghan GCPE:EX
Sent: Tuesday, February 6, 2018 2:29 PM
To: Matthews, Carmen AGRI:EX
Subject: RE: BC Wine Industry Insight Forum

Carmen, do you have anything on inter-provincial exports of Wine from BC?

From: Matthews, Carmen AGRI:EX
Sent: Friday, January 26, 2018 5:17 PM
To: McRae, Meghan GCPE:EX; Boelens, Robert GCPE:EX; Wiltsie, Leanne AGRI:EX
Cc: Hrycuik, Lorie AGRI:EX
Subject: RE: BC Wine Industry Insight Forum

Meghan and Rob – here are some wine bullets. Note that Stats Can release of total 2017 export data may be available just prior to the event so Leanne has it in her work plan to check and provide an update to the 2016 bullet(s) if like.

- BC is home to 929 vineyards, including 254 licensed wineries.
- There are just under 3,900 hectares of wine grapes and 56 hectares of fresh market grapes.
- Over 60 different grape varieties are produced in the province, the top ten of which include Merlot, Pinot Gris, Pinot Noir, Chardonnay, Cabernet Sauvignon, Gewurztraminer, Cabernet Franc, Syrah, Riesling, and Sauvignon Blanc.
- In 2016, BC wine exports increased 4% to \$9.7 million shipped to 17 international markets.
- The top markets for BC wine were China (54%), Taiwan (23%) and the US (11%)
- Ice wine exports were \$1.8 million of the total.

Thanks,
Carmen

From: Hrycuik, Lorie AGRI:EX
Sent: Wednesday, January 24, 2018 3:56 PM
To: Matthews, Carmen AGRI:EX
Cc: McRae, Meghan GCPE:EX
Subject: FW: BC Wine Industry Insight Forum

Carmen, just a heads up that Wes will be participating in the forum on behalf of MLP and we will be developing speaking points. can you pull any info on the industry that we may want to incorporate for Wes?

Thanks
Lorie

Lorie Hrycuik
Ministry of Agriculture
250-356-8299

From: Shoemaker, Wes AGRI:EX
Sent: Wednesday, January 24, 2018 3:41 PM
To: Hansen, Erin AGRI:EX; Hodson, Georgina AGRI:EX; McRae, Meghan GCPE:EX; Hrycuik, Lorie AGRI:EX
Subject: FW: BC Wine Industry Insight Forum

For my calendar and will need GCPE and program assistance in preparing my remarks for this event. I will be speaking on behalf of the minister.

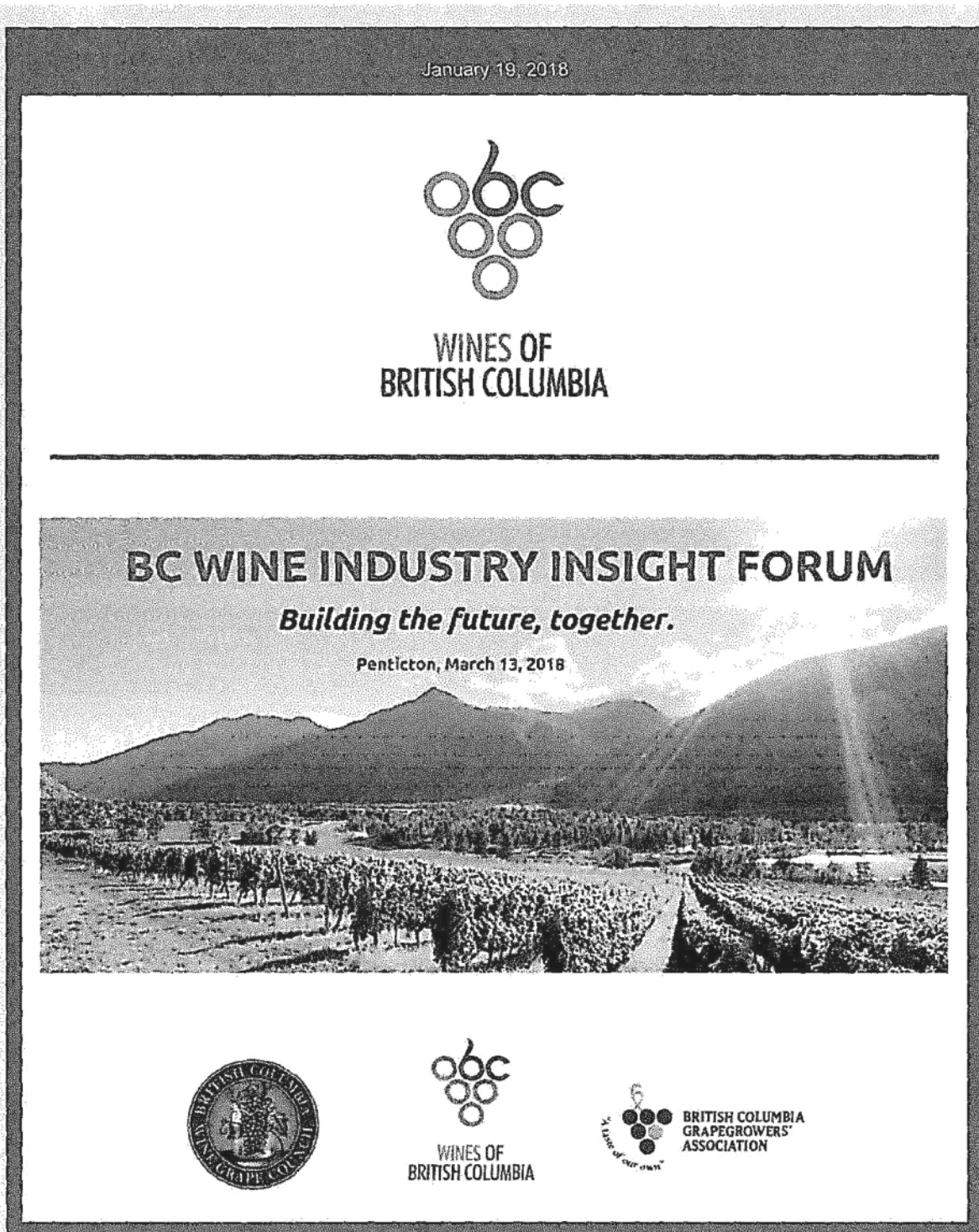
Wes

From: Miles Prodan [<mailto:MProdan@winebc.com>]
Sent: January 24, 2018 2:02 PM
To: Shoemaker, Wes AGRI:EX <Wes.Shoemaker@gov.bc.ca>; Lalani, Arif AGRI:EX <Arif.Lalani@gov.bc.ca>; Hrycuik, Lorie

AGRI:EX <Lorie.Hrycuik@gov.bc.ca>; Mack, James AGRI:EX <James.Mack@gov.bc.ca>
Cc: Maggie Anderson <MAnderson@winebc.com>
Subject: BC Wine Industry Insight Forum

As discussed the other day, please see attached and feel free to forward to anyone in the ministry/government you think appropriate.

Miles



BC WINE INDUSTRY INSIGHT FORUM

Hear from the industry experts. Register now.

The [BC Wine Institute](#), [BC Wine Grape Council](#) and the [BC Grapegrowers' Association](#) are pleased to host the inaugural BC Wine Industry Insight Forum.

The forum is an opportunity to hear from industry experts on issues that affect, and will drive, our collective success. Topics will include Climate Change; Working Collaboratively; – A Washington State producers perspective; Ministry of Agriculture plans for 2018/2019 and Research affecting the value chain – from vineyard to consumer.

March 13, 2018
10:00 AM – 5:00PM

Penticton Lakeside Resort & Conference Centre (Salon C/D)

Register today! For more information please visit, [WineBC.org](#)

REGISTER

British Columbia Wine Institute | [WineBC.org](#) (members & media) | [WineBC.com](#) (consumers)

STAY CONNECTED



British Columbia Wine Institute | 107-1726 Dolphin Avenue, Kelowna, BC V1Y 9R9 Canada

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Sent by aspilak@winebc.com in collaboration with

Constant Contact 
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Boelens, Robert GCPE:EX

From: Togneri, Cassandra GCPE:EX
Sent: Tuesday, February 6, 2018 6:25 PM
To: Robins, Shawn GCPE:EX; Nelson, Tiffany GCPE:EX; Schollen, Tasha GCPE:EX; Cotton, Brian GCPE:EX; Karn, David GCPE:EX; McRae, Meghan GCPE:EX; MacDonald, Alex GCPE:EX; Boelens, Robert GCPE:EX
Subject: BCWI statement
Attachments: IMG_6307.JPG; ATT00001.txt

Follow Up Flag: Follow up
Flag Status: Completed

Hi all - not sure I got everyone copied, but just as an FYI, here is today's statement the BC Wine Institute release re: Alberta boycott.
Cassandra

Page 138 to/à Page 143

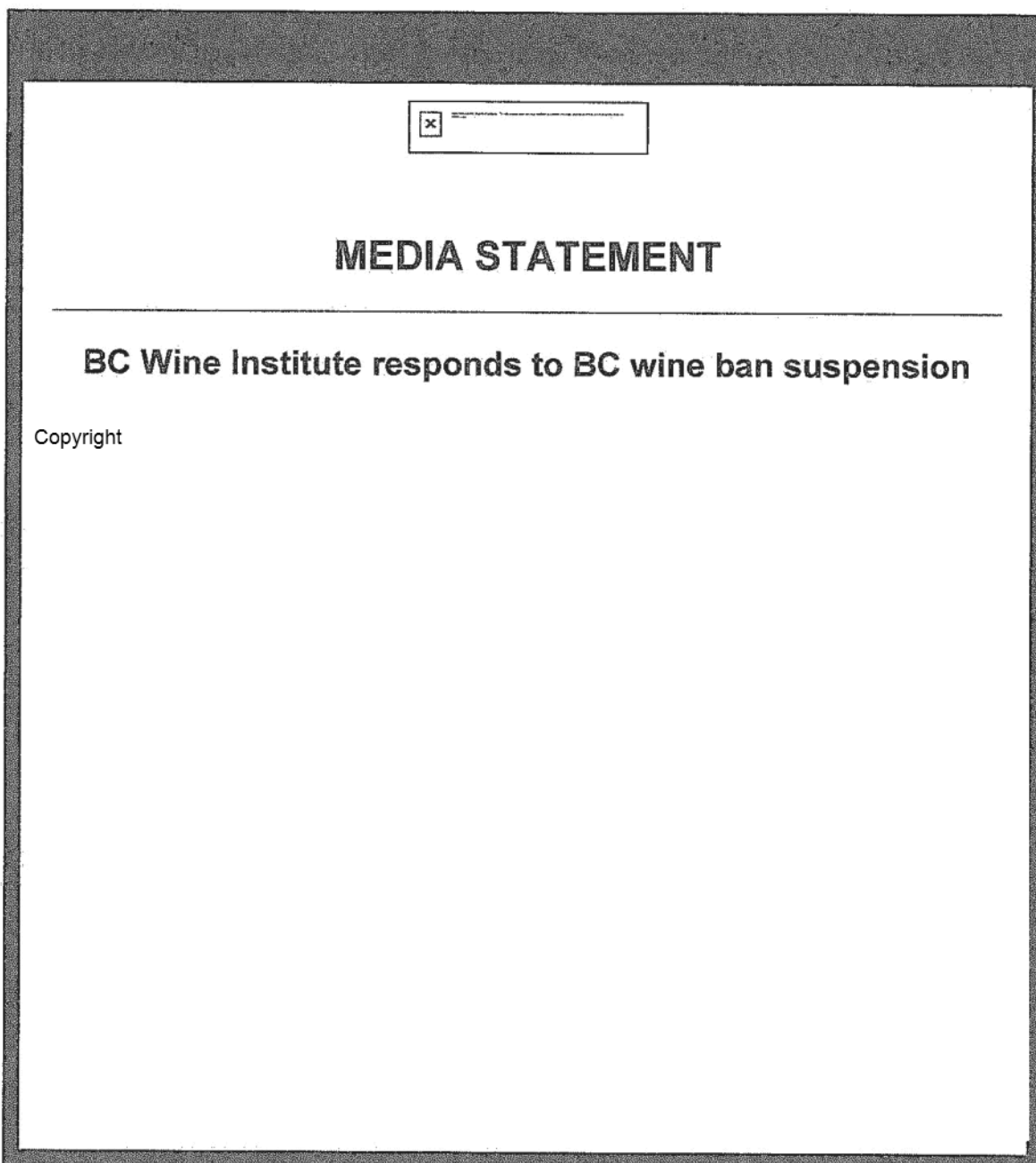
Withheld pursuant to/removed as

s.16;s.13

Boelens, Robert GCPE:EX

From: BC Wine Institute <lkittmer@winebc.com>
Sent: Thursday, February 22, 2018 6:56 PM
To: Boelens, Robert GCPE:EX
Subject: Media Statement: BC Wine Institute responds to BC wine ban suspension

Follow Up Flag: Follow up
Flag Status: Completed



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British Columbia Wine Institute | 107-1726 Dolphin Avenue, Kelowna, BC V1Y 9R9 Canada

[Unsubscribe robert.boelens@gov.bc.ca](mailto:robert.boelens@gov.bc.ca)

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Sent by lkittmer@winebc.com in collaboration with



Try it free today

Boelens, Robert GCPE:EX

From: Schollen, Tasha GCPE:EX
Sent: Wednesday, February 21, 2018 11:42 AM
To: Boelens, Robert GCPE:EX; McRae, Meghan GCPE:EX; Robins, Shawn GCPE:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: RE: Wine Institute
Attachments: QA CFTA Wine Dispute_Feb 19_2018 FINAL.docx; KM CFTA Wine Dispute_Feb 19 2018 FINAL.docx; NR CFTA Wine Dispute_Feb 19 2018 V2.docx

Follow Up Flag: Follow up
Flag Status: Completed

From: Boelens, Robert GCPE:EX
Sent: Wednesday, February 21, 2018 11:41 AM
To: Schollen, Tasha GCPE:EX; McRae, Meghan GCPE:EX; Robins, Shawn GCPE:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: RE: Wine Institute

pls send your km on trade challenge

From: Schollen, Tasha GCPE:EX
Sent: Wednesday, February 21, 2018 11:23 AM
To: McRae, Meghan GCPE:EX; Robins, Shawn GCPE:EX
Cc: Boelens, Robert GCPE:EX; Nelson, Tiffany GCPE:EX
Subject: RE: Wine Institute

Who's doing lines tho? It's not us...

From: McRae, Meghan GCPE:EX
Sent: Wednesday, February 21, 2018 11:22 AM
To: Schollen, Tasha GCPE:EX
Cc: Boelens, Robert GCPE:EX
Subject: Re: Wine Institute

Yes they're ours, I think it would be fine coming from Ag, not sure if your Minister would want to weigh in though based on his trade dispute?

Sent from my iPhone

On Feb 21, 2018, at 11:19 AM, Schollen, Tasha GCPE:EX <Tasha.Schollen@gov.bc.ca> wrote:

Hi is this you folks? BCWI isn't our stakeholder...

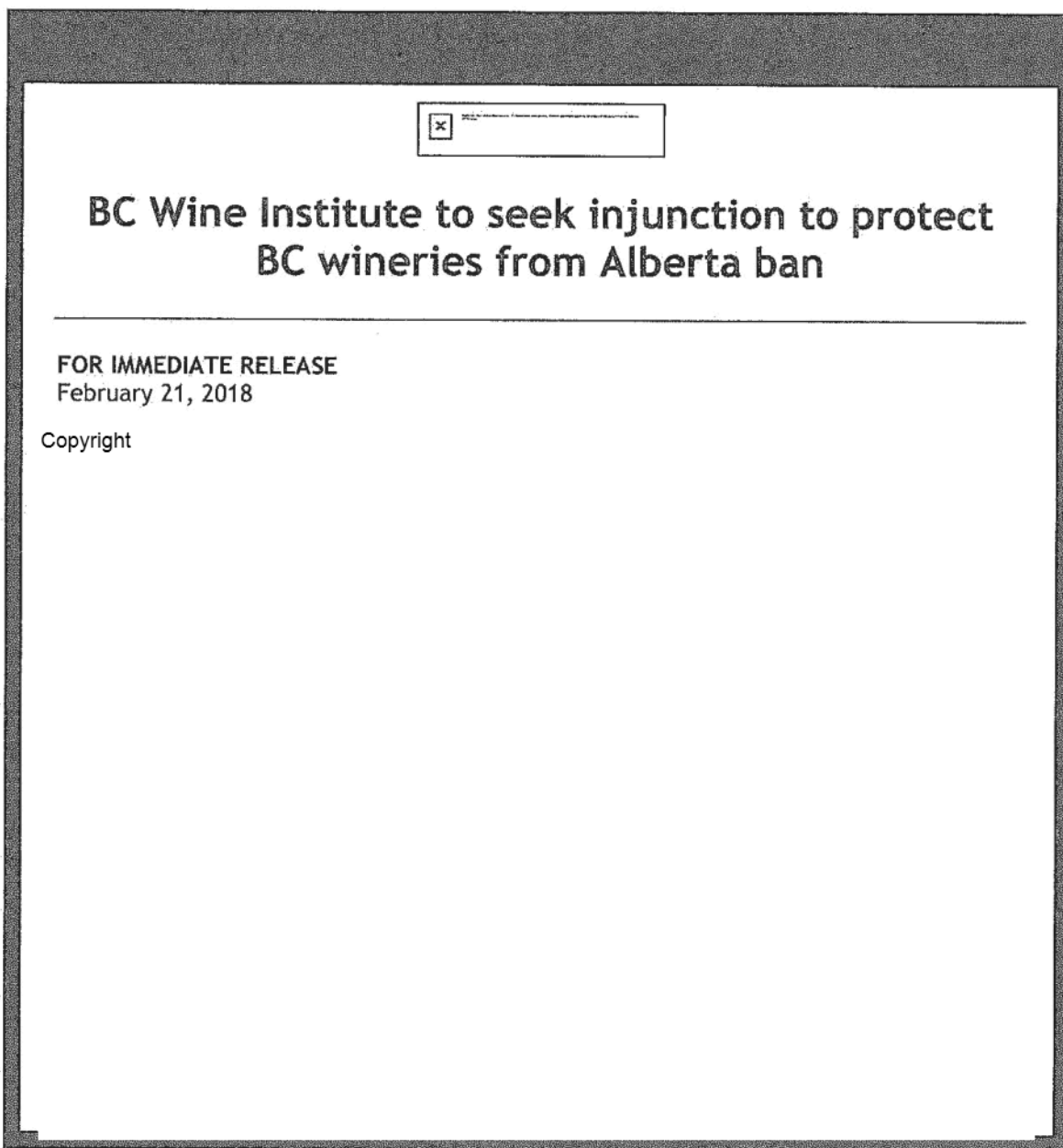
From: Meissner, Dirk [<mailto:Dirk.Meissner@thecanadianpress.com>]
Sent: Wednesday, February 21, 2018 10:50 AM
To: Schollen, Tasha GCPE:EX
Subject: Wine Institute

Morning Tasha. Is the Trade and Jobs ministry the right place to go for B.C. reaction to the BC Wine Institute gearing up against Alberta?

Boelens, Robert GCPE:EX

From: BC Wine Institute <lkittmer@winebc.com>
Sent: Wednesday, February 21, 2018 8:43 AM
To: Boelens, Robert GCPE:EX
Subject: Media Release: BC Wine Institute to seek injunction to protect BC wineries from Alberta ban

Follow Up Flag: Follow up
Flag Status: Completed



British Columbia Wine Institute | 107-1726 Dolphin Avenue, Kelowna, BC V1Y 9R9 Canada

[Unsubscribe robert.boelens@gov.bc.ca](#)

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Sent by lkittmer@winebc.com in collaboration with



Try it free today

Boelens, Robert GCPE:EX

From: Perzoff, Lara GCPE:EX
Sent: Monday, February 19, 2018 11:39 AM
To: McRae, Meghan GCPE:EX; Boelens, Robert GCPE:EX
Cc: Schollen, Tasha GCPE:EX; Giles, Alison GCPE:EX
Subject: Wine Trade Dispute Announcement
Attachments: NR Province Takes Further Action to Protect BC Wine Industry_Feb 19_2008 FINAL.pdf;
KM Province takes further action to protect BC wine industry_Feb 19 2018 FINAL.docx;
QA Province Takes Further Action to Protect BC Wine Industry Feb 19_2018 FINAL.docx

Follow Up Flag: Follow up
Flag Status: Completed

Good morning, Meghan and Robert,

Attached please find our final materials on this morning's announcement about BC entering a formal trade dispute with Alberta re: their boycott on B.C. wine.

Best,

Lara

Lara Perzoff | Sr. Public Affairs Officer
Government Communications and Public Engagement
Ministry of Jobs, Trade and Technology
Direct: 778 698-8192
Cell: 250 920-9040
e-mail: lara.perzoff@gov.bc.ca

Boelens, Robert GCPE:EX

From: McRae, Meghan GCPE:EX
Sent: Friday, February 9, 2018 9:10 PM
To: Boelens, Robert GCPE:EX; Funk, Richelle GCPE:EX
Cc: Currie, David GCPE:EX; Zoeller, Sonja GCPE:EX
Subject: Re: IN - GCPE Wine Ad - attached
Attachments: IN_GCPE_BC_wine_ad_Feb9_900pm_DRAFT AGRI addition.docx

Follow Up Flag: Follow up
Flag Status: Completed

Also, Sarah Z asked us to develop some speaking points about AGRI support for BC's wine sector, added into your IN. Here's what she's okayed. I've shared this version with my MO.

Meghan

From: McRae, Meghan GCPE:EX
Sent: February-09-18 7:36 PM
To: Boelens, Robert GCPE:EX
Cc: Funk, Richelle GCPE:EX; Currie, David GCPE:EX; Zoeller, Sonja GCPE:EX
Subject: Re: IN - GCPE Wine Ad - attached

Approved by MLP. Happy family day weekend to you all.

“The flavours and quality of B.C. wines are enjoyed across our country and in many more, which makes the ban on the import of B.C. wine into Alberta all the more disappointing. The ban prevents Albertans from enjoying a Canadian product that is putting B.C. on the map as a global destination for new world wine, and hurts many family-owned vineyards and wineries here at home.

The B.C. government stands with B.C. wineries, and is working with the B.C. Wine Institute to increase opportunities for our wines in our province, Canada, and around the world, and we are committed to succeeding on all fronts. I know many British Columbians share that feeling of support, because in recent days I have heard from many local wine drinkers who now, more than ever, want to support the people who live and work in our wine regions. This Family Day weekend, support B.C.'s family-run vineyards and wineries; Buy BC Wine. Together, lets support B.C. Wine.”

Sent from my iPhone

On Feb 9, 2018, at 6:52 PM, Boelens, Robert GCPE:EX <Robert.Boelens@gov.bc.ca> wrote:

Thanks very much Richelle, we'll fwd along the statement we've prepared for media requests once it is ready.

On Feb 9, 2018, at 5:48 PM, Funk, Richelle GCPE:EX <Richelle.Funk@gov.bc.ca> wrote:

Robert,

Please find attached the approved IN for the GCPE Wine Ad.

Cheers,

Richelle

Richelle D. Funk
Ministry of Finance
250 387-3514 (landline) & 778 679-8203 (cell)

<IN_GCPE_BC_wine_ad_Feb9_FINAL.docx>



BC Wine Institute (BCWI)
Mitigation measures for the Alberta Government embargo that are recommended to The Government of BC for immediate implementation
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.

A working free-trade relationship between Alberta and British Columbia is imperative to securing economic wellbeing for Canada.

The BC wine industry has worked hard to build a positive relationship and partnership with Alberta, particularly in the wine, culinary and tourism sectors, including having collaborated on multiple campaigns directly with the AGLC.

We are disappointed that this political decision is threatening our progress and threatening the successes that have benefited small businesses in both the Alberta and BC economies.

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. Provide funding to help underwrite a BCWI-lead challenge of the constitutionality and Canadian Free Trade Agreement compliance of the recent actions taken by the Government of Alberta and the AGLC to prohibit the importation of British Columbia wines.
2. Activate the BC Liquor Distribution Branch, in concert with BC Liquor Stores, to immediately implement a Buy BC: Eat Drink Local program (see below) that includes:
 - 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.
 - 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.
 - Increase the number of local craft product tastings in BC Liquor Stores.
 - Provide wholesale prices 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. Funding (\$300K) for a provincial wide Buy BC: Eat Drink Local campaign to include BC agri-foods products and 100% BC-certified craft alcohol (i.e. beers, cider, fruit wines, and (potentially) distilled products & aimed to highlight and bring attention to local BC products by leveraging media and creating unique events, including:
 - o fully integrated campaign, in partnership with a major provincial media partner (i.e. Pattison Outdoor), will target BC consumers and will feature notable BC farm-to-table chefs and esteemed BC sommeliers who will promote local BC agri-foods products.
 - o Eat Drink Local promotion featuring BC agri-foods products and 100% BC-certified craft alcohol:
 - i. On-premise partnership with the BCRFA featuring by-the-glass pairing courses with recipes, chef demos, how-to tips etc. using a variety of media channels including traditional media, web, social media and video podcasts;
 - ii. Off-premise, retail partnership with multiple retail channels (i.e. BLS, SaveOn Foods, etc.) featuring in-store demos, point-of-sale recipes, pairing and how-to tips;
 - iii. Series of farm-to-table dinner events featuring BC agri-foods & BCVQA wine will to run in conjunction with the media campaign. These dinners will showcase local chefs & restaurants, BC agri-foods producers and sommeliers and focus on the pairings to highlight Eat Drink Local and will be strategically offered throughout the province in cooperation with participating BC agri-food producer(s).
4. Activate BC winery dormant licences while normalizing them under industry control and allowing them to sell 100% BC products via the grocery channel. There are 60 farm distribution licences grandfathered into NAFTA and ratified by CETA, of which only 21 BCWI-owned licences have been authorized for the grocery channel.
5. Implement 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.

ADVICE TO MINISTER

<p>CONFIDENTIAL ISSUES NOTE</p> <p>Ministry: Finance RECORD OPR: GCPE Finance Date: Jan. 9, 2018 Minister Responsible: Honourable Carole James</p>	<p>GCPE: B.C. Wine Ad #toastthecoast</p>
---	---

RECOMMENDED RESPONSE:

- As Premier Horgan said, we will continue to promote B.C.'s high-quality wine industry in Canada and throughout the world.
- It is important that British Columbians support B.C. wine. We are home to 929 vineyards, including 254 licensed wineries.
- We're encouraging everyone to hold hands in unison with B.C.'s wine-making families by raising a glass during this Family Day long weekend.

If asked: How is this ad not escalating the trade dispute with Alberta?:

- The B.C. government has an obligation to promote the interests of British Columbians and industries that are part of our strong, sustainable economy.
- That is what we are doing when we are asking British Columbians and Canadians to enjoy B.C.'s wines this weekend in a responsible manner.
- We will continue to promote B.C.'s high-quality wine in Canada and throughout the world.

If asked: How much did these ads cost?:

- Total costs for this campaign will be reported as part of Public Accounts once all expenditures are finalized.
- I can tell you that the cost of the ads are minimal compared to the importance of B.C. wine producers and the value of the industry to our province.

If asked: how has government supported B.C.'s wine industry?:

- Nearly \$130,000 in financial support has been provided by the Ministry of Agriculture to fund innovative projects within

B.C.'s wine sector, ranging from those that found new and useful ways to re-use waste water, to updated efforts to protect grapes against invasive species, as well as the use of emerging technologies, for instance those that control acid volatility in wine.

- **The Ministry of Agriculture has provided over \$600,000 in funding over the last three years to B.C. wineries and wine associations to support marketing efforts within Canada, which helped them attend trade shows, develop advertising, provide in-store tastings, and other similar marketing activities.**
- **The Province, along with the Federal government, has also provided over \$400,000 in funding over the past five years to support local wineries getting their B.C. wines to international customers in Asia and other global markets.**

KEY FACTS REGARDING THE ISSUE:

The B.C. government will be placing black and white ads in the following newspapers on Saturday, February 10, 2018 to promote B.C. wines:

Paper	Cost
Globe and Mail	\$9,800
Vancouver Sun	\$12,000
Province	\$6,000
Prince George Citizen	\$2,680
Total cost of newspaper ads:	\$30,480
Estimated creative and production costs:	\$6,500
Estimated total cost of campaign:	\$36,980*

*Exact costs will be made public as part of Public Accounts.

Grey Vancouver was the selected creative agency that produced the ad. Grey Vancouver is on GCPE's Request for Standing Offer list for advertising services.

GCPE Advertising Budget:

The 2017-18 budget for government advertising, as per the September budget update, is estimated at \$11 million.

Of the \$11 million estimated budget for this current fiscal, \$2.4 million has been allocated to the Offices of the Legislature such as Elections BC, Office of the Ombudsperson, and the Representative for Children and Youth.

So far this fiscal, \$1.6 million has been spent on two public health and safety campaigns - wildfire prevention and opioid awareness.

Its estimated government will spend approximately \$7 million on various information campaigns including:

- Recently launched a new public awareness campaign with a focus on reaching men and reducing the stigma of addiction. This includes establishing partnerships with WorkSafe

ADVICE TO MINISTER

BC, B.C. Restaurant & Food Services Association and the B.C. Building Trades Council to build awareness on this issue.

- Promoting engagement with British Columbians on a range of topics such as the regulation of cannabis, increases to the minimum wage, and electoral reform.
- The wildfire prevention campaign that aired during the summer.

Facts about B.C.'s wine industry:

- BC is home to 929 vineyards, including 254 licensed wineries.
- There are just under 3,900 hectares of wine grapes and 56 hectares of fresh market grapes.
- Over 60 different grape varieties are produced in the province, the top ten of which include Merlot, Pinot Gris, Pinot Noir, Chardonnay, Cabernet Sauvignon, Gewurztraminer, Cabernet Franc, Syrah, Riesling, and Sauvignon Blanc.
- In 2016, BC wine exports increased 4% to \$9.7 million shipped to 17 international markets.
- The top markets for BC wine were China (54%), Taiwan (23%) and the US (11%)
- Ice wine exports were \$1.8 million of the total.

Communications Contact: Richelle D. Funk
Program Area Contact: Kathryn LeSueur
File Created: Feb. 9, 2018

Program Area	ADM / Deputy Minister	Communications Director
K.S.		D.C.

NEWS RELEASE

For Immediate Release
2018JTT0008-000236
Feb. 19, 2018

Ministry of Jobs, Trade and Technology

Province takes further action to protect B.C. wine industry

VICTORIA – In a move aimed at protecting and supporting the province's wine producers, Minister of Jobs, Trade and Technology Bruce Ralston has announced that the B.C. government is formally challenging Alberta's ban on B.C. wines through the Canadian Free Trade Agreement's (CFTA) dispute settlement process.

"B.C.'s wine industry is an important contributor to our economy, creating good jobs and other economic benefits for people in B.C.," Ralston said. "We're standing by our wine producers and the communities that rely on this important industry by launching a formal trade dispute, and we are confident we will be successful."

The Province has notified the Government of Alberta that it is formally requesting consultations under the CFTA regarding Alberta's actions to ban the sale of B.C. wine. This will be the first formal dispute to occur under the new CFTA.

"Alberta's actions threaten the livelihood of the families that have worked so hard to build B.C.'s world-class wine industry," Ralston said. "These actions are inconsistent with Alberta's obligations under the CFTA, and we will protect our reputation and the interests of British Columbians."

In addition to this trade challenge, the Province is supporting B.C.'s wine industry by proclaiming April as B.C. Wine Month. Government is also increasing 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. Funding is also being made available for the Buy BC: Eat Drink Local campaign, and to support the marketing of BC VQA wines to new international markets.

Quick Facts:

- B.C.'s wine industry employs about 12,000 people, and has an economic impact of \$2.8 billion annually on the province.
- 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.
- More than 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% 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%)

Learn More:

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Ministry of Jobs, Trade and Technology

Questions and Answers

Formal CFTA Trade Dispute

January 19, 2018

1. You've now launched a formal trade dispute with Alberta under the Canadian Free Trade Agreement (CFTA). What exactly does this mean?

- B.C. believes that Alberta's boycott on importing B.C. wines violates numerous provisions of the CFTA, and has decided to launch a formal complaint.
- This is the first step in fighting Alberta's unfair actions, and consultations between B.C. and Alberta should start immediately.
- We are confident that we will succeed.

2. What is the specific complaint behind the formal trade dispute?

- Alberta's boycott on our wines discriminates against British Columbia's wine industry and restricts its movement across provincial boundaries.
- This contravenes Alberta's obligations under the Canadian Free Trade Agreement.

3. What part of the CFTA does B.C. believe Alberta is violating?

- A preliminary assessment of the Measures indicates that the following provisions of the CFTA are most relevant in the circumstances:
 - Article 201 (Non-Discrimination)
 - Article 301 (Right of Entry and Exit)
 - Article 316 (Non-Discrimination)
 - Article 317 (Commercial Considerations)
- If during consultations other provisions of the CFTA appear to be applicable we may add them.

4. Your critics are saying that a trade war with Alberta doesn't serve the interests of British Columbians at all. What is your reaction to that?

- Unlike the Opposition, we are standing up for B.C.'s interests in this unfair attack.
- The wine industry is an important contributor to B.C.'s economy, creating jobs and other economic benefits for British Columbians.
- I'm disappointed the Opposition has sided with Alberta, while we have sided with B.C. wine producers.
- The B.C. government has an obligation to protect the interests of British Columbians and industries that are part of our strong, sustainable economy.

5. What if you lose this challenge? Where would you go from here?

- B.C. believes that Alberta's boycott on importing B.C. wines violates numerous provisions of the CFTA, and our complaint will now be formally heard.
- We are confident that our challenge will be successful.
- We are working closely with B.C. wine producers to continue to support them during this unfair attack.
- There is an avenue for appeals under the CFTA however, I won't speculate on the outcome of this matter now that we've initiated formal proceedings.

6. Why did B.C. choose to launch this request under the Canadian Free Trade Agreement and not the North West Partnership Agreement?

- Alberta's trade actions have national consequences. The CFTA impacts all provinces and territories.
- Every provincial government in Canada should be concerned if one province can unilaterally inflict economic harm on another just because they don't like something.
- In this circumstance, Alberta has taken unilateral action because they don't like that B.C. is undertaking consultations on a matter that has

environmental consequences for B.C., Canada and the entire Pacific region.

- If the wine boycott goes unchallenged, another province or territory could face similar treatment, simply because another province doesn't like something.

7. Some people are saying that the Kinder Morgan pipeline project is a done deal and this wine dispute is about the BC government's effort to stall the pipeline. How do you respond to that?

- The Alberta government has reacted inappropriately to a legitimate effort by our government to assess the implications to the environment from the potential impacts of diluted bitumen spills.
- Our government is merely seeking to consult with British Columbians on proposed regulations to protect our environment, through improved spills prevention, response and recovery measures.
- The B.C. government has an obligation to protect the interests of British Columbians and industries that are part of our strong, sustainable economy.
- B.C. has determined that Alberta's boycott of B.C. wines into Alberta is inconsistent with Alberta's trade obligations under the Canadian Free Trade Agreement.

8. You're the minister responsible for job creation. Don't you think stopping the Kinder Morgan pipeline project will take away future jobs from British Columbians?

- Our government is protecting the tens of thousands of jobs that rely on the clean environment.
- And we are investing in creating good jobs in sectors and communities across the province.

9. Are you concerned that Alberta will try to impose further sanctions against B.C. and can they even do that now that you've launched this formal challenge?

- Launching this formal request for consultations is the right thing to do. It is our hope that this action will help achieve a positive resolution.
- I am not going to speculate as to what Alberta may or may not do.
- Our government has an obligation to protect the interests of British Columbians and industries that are part of our strong, sustainable economy.

10. Are you concerned that this wine boycott could end up in the Supreme Court of Canada?

- B.C. has determined that Alberta's boycott on the import of B.C. wines into Alberta is inconsistent with Alberta's trade obligations under the Canadian Free Trade Agreement.
- We're hopeful that by launching a formal request for consultations under the CFTA, all parties can reach a positive resolution.

11. How much of B.C. taxpayer dollars will be spent on this formal trade dispute settlement process under the Canadian Free Trade Agreement?

- It isn't possible to provide an accounting of costs, as you know the Province has only just filed this request for consultations.
- The B.C. government has an obligation to promote the interests of British Columbians and industries that are part of our strong, sustainable economy.

12. Do you think the wine ads the Province launched over the Family Day long weekend escalated the trade dispute with Alberta?

- The ad campaign was in response to unsanctioned actions taken by Alberta that are in violation of their trade obligations.

- We will continue to promote B.C.'s high-quality wine industry in Canada and throughout the world.
- Total costs for the ad campaign will be reported as part of Public Accounts once all expenditures are finalized.
- I can tell you that the cost of the ads are minimal compared to the importance of B.C. wine producers and the value of the industry to our province.

13. What is the Canadian Free Trade Agreement and how important is it to B.C.?

- Over 40 per cent of B.C.'s total trade is with the rest of Canada.
- The Canadian Free Trade Agreement (CFTA) is an interprovincial trade agreement between all provinces, territories and the federal government.
- The CFTA took effect July 1, 2017, replacing the Agreement on Internal Trade (AIT).
- The CFTA covers most of the service economy, which accounts for 70 per cent of Canada's GDP.

14. What process does B.C. have to follow now that it's formally challenging Alberta's measures through the CFTA dispute settlement process?

- The first step, which we've taken, is to request consultations under the CFTA by contacting the Internal Trade Secretariat, and the other Parties to the CFTA.
- A request for consultations should take place immediately and consultations will take at least 120 days under the CFTA.
- We're confident that by launching a formal request for consultations, we can reach a positive resolution.
- There is an avenue for appeals under the CFTA however, I won't speculate on the outcome of this matter now that we've initiated formal proceedings.

15. What does it mean to be in “consultations”?

- Consultations are the mandatory first step and provide an opportunity for the Parties involved to discuss the matter, share information and make best attempts to come to a satisfactory resolution.
- In this case, Consultations began with B.C. sending a letter to Alberta, requesting consultations and summarizing the complaint. The letter is also sent to the other CFTA Parties, as well as to the Internal Trade Secretariat.
- Consultations are led by the Ministry of Jobs, Trade and Technology, working with their counsel and representatives from other relevant ministries or public bodies, in particular those with responsibility for the actual measures at issue.

16. Can other members of the CFTA join the consultations?

- Yes, but they must have a “substantial” interest.
- This means they would have to have a similar measure like the one being challenged, and have entities within their borders that are being be harmed by the measure in question.
- In this case, there is not. No other Party has a boycott on B.C. wines and none of their businesses or people are being affected. The measure solely targets only BC wines.

17. Which other provinces are parties to the CFTA?

- All provinces and territories are signatories to the CFTA and therefore parties to the agreement.

18. What happens if the matter isn’t resolved through consultations?

- B.C. believes that Alberta’s boycott on importing B.C. wines violates numerous provisions of the CFTA, and our complaint will now be formally heard.

- There is an avenue for appeals under the CFTA however, I won't speculate on the outcome of this matter now that we've initiated formal proceedings.

19. What are the monetary penalties for governments found to be acting in a manner that is inconsistent with the CFTA?

- Penalties vary based on population. For example, the penalties for larger jurisdictions, such as Alberta, can be up to a maximum of \$10 million.

20. When was the last time a formal dispute was launched under the CFTA?

- This is the first formal dispute to occur under the new CFTA, although many have taken place under the Agreement on Internal Trade, which the CFTA recently replaced.
- The new CFTA took effect July 1, 2017.

21. How do trade agreements involving B.C. impact the Province's procurement practices?

- The Province is subject to several trade agreements, including but not limited to the Canadian Free Trade Agreement (CFTA), the New West Partnership Trade Agreement (NWPTA), and the World Trade Organization's Agreement on Government Procurement (GPA).
- Each of these agreements includes obligations on how the Province conducts its procurement practices and selects its contractors.
- Some of these obligations are reflected in the core policies that all ministries are expected to follow. For example, core policy allows for direct awards without competition under specific circumstances (see the Core Policies and Procedures Manual, section 6.3.3.a.1) which may include some provisions of the trade agreements.

22. What is the economic impact of the CFTA for Canada?

- The CFTA works to enhance domestic commerce, a key driver of economic growth. Internal trade represents roughly one-fifth of Canada's annual GDP, or the equivalent of around \$385 billion per year.
- By lowering trade barriers, the CFTA also promotes productivity and encourages investment in Canadian communities.

Kinder Morgan Trans Mountain Pipeline

23. Isn't this whole pipeline issue merely a case of the B.C. Government appeasing its sizeable environmental base and the B.C. Green Caucus?

- The government is committed to protecting our vulnerable areas, including coastlines as well as our land environment.
- The people of B.C. need to know there is an effective spill management across the province.
- A second phase of regulations is being considered to build on the 2017 improvements and ensure we continue to strengthen spill management in B.C.
- This stems from our commitment to strengthen provisions to protect the environment and human health.

24. Are you concerned B.C. could lose federal funding for infrastructure projects as a result of the pipeline dispute?

- We expect the federal government to act in the best interest of all Canadians by using the tax dollars it collects to deliver the programs and services Canadians rely on every day.

25. Prime Minister Trudeau says B.C.'s position on the Kinder Morgan pipeline won't help Canada reach its climate targets. What is your reaction to that?

- Our government is merely seeking to consult with British Columbians on proposed regulations to protect our environment, through improved spills prevention, response and recovery measures.
- After years of inaction by the old government, our government is providing leadership to address climate change.

-END-

Province takes further action to protect B.C. wine industry

KEY MESSAGES

Ministry of Jobs, Trade and Technology

Confidential

February 19, 2018

- B.C.'s wine industry is an important contributor to our economy, creating good jobs and other economic benefits for people in B.C.
- We're standing by our wine producers and the communities that rely on this important industry by launching a formal trade dispute.
- We've notified the Government of Alberta that we're formally requesting consultations under the Canadian Free Trade Agreement (CFTA) regarding Alberta's actions to ban the sale of wine.
- Alberta's actions threaten the livelihood of the families that have worked so hard to build B.C.'s world-class wine industry.
- These actions are inconsistent with Alberta's obligations under the CFTA, and we will protect our reputation and the interests of British Columbians.
- Consultations can start immediately. If consultations don't resolve the matter, after 120 days we can call for an arbitral panel to hear and judge the issue.
- This will be the first formal dispute to occur under the new CFTA.

NEWS RELEASE

For Immediate Release
[release number]
Feb. 19, 2018

Ministry of Jobs, Trade and Technology

Province takes further action to protect B.C. wine industry

VICTORIA – In a move aimed at protecting and supporting the province's wine producers, Minister of Jobs, Trade and Technology Bruce Ralston today announced the B.C. government is formally challenging Alberta's ban on B.C. wines through the Canadian Free Trade Agreement's (CFTA) dispute settlement process.

"B.C.'s wine industry is an important contributor to our economy, creating good jobs and other economic benefits for people in B.C.," said Ralston. "We're standing by our wine producers and the communities that rely on this important industry by launching a formal trade dispute, and we are confident we will be successful."

The Province has notified the Government of Alberta that it's formally requesting consultations under the CFTA regarding Alberta's actions to ban the sale of B.C. wine. This will be the first formal dispute to occur under the new CFTA.

"Alberta's actions threaten the livelihood of the families that have worked so hard to build B.C.'s world-class wine industry," said Ralston. "These actions are inconsistent with Alberta's obligations under the CFTA, and we will protect our reputation and the interests of British Columbians."

In addition to this trade challenge, the Province is supporting B.C.'s wine industry by proclaiming April to be B.C. Wine Month. Government is also increasing 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. Funding is also being made available for the Buy BC: Eat Drink Local campaign, and to support the marketing of BC VQA wines to new international markets.

Quick Facts:

- B.C.'s wine industry employs about 12,000 people, and has an economic impact of \$2.8 billion annually on our province.
- 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% 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 US (11%)

Learn More:

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