

From: [Zaharia, Sarah GCPE:EX](#)
To: [Kristianson, Eric GCPE:EX](#)
Subject: FW: Heads Up - Trade/Wine
Date: Thursday, February 15, 2018 1:37:45 PM

From: Schollen, Tasha GCPE:EX
Sent: Thursday, February 15, 2018 1:31 PM
To: Zaharia, Sarah GCPE:EX
Subject: Heads Up - Trade/Wine

Hey Sarah,

I've just been informed that PO wants a news release drafted saying that gov't is filing a complaint with NAFTA in response to Alta's wine ban.

Are you aware of this?

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

From: Lloyd, Evan GCPE:EX
To: Kristianson, Eric GCPE:EX; Zadavec, Don GCPE:EX
Subject: FW: Next Steps - Confidential
Date: Saturday, February 17, 2018 1:16:13 PM

FYI

From: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>
Date: Saturday, February 17, 2018 at 1:14 PM
To: Caelie Frampton <Caelie.Frampton@gov.bc.ca>, "McColl, John-Michael JTT:EX" <JohnMichael.McColl@gov.bc.ca>, "Smith, George AG:EX" <George.Smith@gov.bc.ca>, Mike Lowe <Mike.Lowe@gov.bc.ca>
Cc: Robb Gibbs <Robb.Gibbs@gov.bc.ca>, Sage Aaron <Sage.Aaron@gov.bc.ca>, "Oreck, Mira PREM:EX" <Mira.Oreck@gov.bc.ca>
Subject: Next Steps - Confidential

FYI all

Broad outline discussed and agreed this a.m. with PO.

Please be advised of the proposed roll-out of KM-related initiatives and cabinet leads:

1. Today - done – IB re BC appeal of NEB decision re KM/Burnaby - MGH
2. Sunday 18th – PJH video statement re. current dispute KM/AB/Can - PJH
3. Monday 19th – Wine Remedy Package – MBR
4. s.13,s.16

5. s.13
6. s.12,s.13
7. s.13,s.14,s.16

8. Monday 26 – Intentions paper and signal of on-going efforts. MGH

s.13,s.16

EVAN LLOYD
Deputy Minister,
Government Communications and Public Engagement – GCPE
evan.lloyd@gov.bc.ca
250 812 9153

From: [Kristianson, Eric GCPE:EX](#)
To: [Gibbs, Robb GCPE:EX](#)
Subject: Fwd: NR Province Takes Action to Protect BC Wine Industry_Feb 2018-V2 - SM edits
Date: Friday, February 16, 2018 8:45:37 PM

Robb, the MO has made some changes to this, but I'd like your take on it. They plan to send it Monday.

Thx

Eric Kristianson
ADM Strategic Issues
GCPE
778-584-1248

Begin forwarded message:

From: "Schollen, Tasha GCPE:EX" <Tasha.Schollen@gov.bc.ca>
Date: February 16, 2018 at 7:16:01 PM PST
To: "Kristianson, Eric GCPE:EX" <Eric.Kristianson@gov.bc.ca>
Subject: Re: NR Province Takes Action to Protect BC Wine Industry_Feb 2018-V2 - SM edits

Ok :)

Sent from my iPhone

On Feb 16, 2018, at 6:46 PM, Kristianson, Eric GCPE:EX
<Eric.Kristianson@gov.bc.ca> wrote:

No, but we'll get it sorted.

Thanks.

Eric Kristianson
ADM Strategic Issues
GCPE
778-584-1248

On Feb 16, 2018, at 5:17 PM, Schollen, Tasha GCPE:EX
<Tasha.Schollen@gov.bc.ca> wrote:

Hi Eric,
My MO shared the draft I sent you earlier with Sheila Matthen. I'm assuming this version does not include your edits or Evan's?

Thanks,
T

From: McColl, John-Michael JTT:EX
Sent: Friday, February 16, 2018 4:55 PM
To: Schollen, Tasha GCPE:EX
Cc: Matthen, Sheila GCPE:EX
Subject: NR Province Takes Action to Protect BC Wine Industry_Feb 2018-V2 - SM edits

Tasha,

Attached you'll find the release. As you'll see in the tracked changes – the Premier's Office (Sheila) has made some edits. The Minister has approved the edited version.

Sheila (cc'd here) tells me the latest plan is to have the release go out Monday morning. She'll be in touch to confirm.

JM

<NR Province Takes Action to Protect BC Wine Industry_Feb 2018-V2 - SM edits.docx>

From: [Kristianson, Eric GCPE:EX](#)
To: [Schollen, Tasha GCPE:EX](#); [Zaharia, Sarah GCPE:EX](#)
Subject: RE: Draft NR re: trade and wine
Date: Friday, February 16, 2018 3:04:31 PM

Tasha, I've made a few changes but I want to run it past Evan before I send it back your way.

Thanks

From: Schollen, Tasha GCPE:EX
Sent: Friday, February 16, 2018 1:55 PM
To: Kristianson, Eric GCPE:EX; Zaharia, Sarah GCPE:EX
Subject: FW: Draft NR re: trade and wine
Importance: High

Hi Eric,

Early draft here... but wanted to get your feedback as early as possible – is this along the lines of what you're envisioning? Approvals referenced below.

Thanks,

T

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

From: Schollen, Tasha GCPE:EX
Sent: Friday, February 16, 2018 1:54 PM
To: Ranjan, Ramesh JTT:EX
Cc: McColl, John-Michael JTT:EX; Schollen, Tasha GCPE:EX; Giles, Alison GCPE:EX
Subject: Draft NR re: trade and wine
Importance: High

Hi,

DRAFT NR for minister which is not yet signed off by the ADM or DM or the Ministry of Agriculture. Providing it to you so that you can give the minister an idea of how we may communicate this. It still needs to go by the PO, also.

T

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

From: [Kristianson, Eric GCPE:EX](#)
To: [McConnell, Sheena PREM:EX](#)
Cc: [Aaron, Sage PREM:EX](#); [Beale, William AGRI:EX](#); [McRae, Meghan GCPE:EX](#)
Subject: Wine stuff
Date: Tuesday, February 13, 2018 1:54:11 PM

- In response to Alberta's sudden attack on the BC wine industry, the BC government pulled together an advertising campaign over the weekend aimed at supporting BC producers.
- The ads ran in the BC edition of the Globe and Mail, the Vancouver Sun, the Province and the Prince George Citizen.
- The final cost of the campaign is expected to be less than \$40,000.
- The ads were produced by Grey Advertising in Vancouver. Grey is an established Vancouver firm and is a new addition to GCPE's list of pre-approved advertising suppliers.
- Going forward, government is also exploring a number of specific measures to support the BC Wine industry.
- These measures will focus on both supporting smaller vineyards who face a disproportionate impact from Alberta's boycott as well as measures aimed at promoting BC wines to a broader audience.
- My colleague Lana Popham will be announcing additional details in the coming days.

Eric Kristianson
ADM Strategic Issues
GCPE
778-584-1248

Page 007

Withheld pursuant to/removed as

s.14;s.16;s.13

Page 008 to/à Page 013

Withheld pursuant to/removed as

s.16;s.13;s.17

Page 014

Withheld pursuant to/removed as

s.14;s.13

On Feb 22, 2018, at 3:32 PM, Meggs, Geoff PREM:EX <Geoff.Meggs@gov.bc.ca> wrote:
about

Upcoming from Notley:

Good afternoon

This afternoon, BC said they were shelving their threat to regulate what flows through a federally-approved pipeline – Point 5 of the plan they released on January 30.

Let me be clear: BC never had this right to begin with.

It was an unprovoked and unconstitutional attack on Alberta's economy in a transparent attempt to harass investors.

Under Canada's constitution, provinces can't do this, and for good reason.

After all who would invest in Canada, if provinces had the power to pass any law they pleased to frustrate federal decisions made in the national interest?

Today's decision by BC is an important step forward -- one victory in a larger battle to break the land-lock and get full value for one of Canada's most important products.

In shelving Point 5 and asking the courts to give it a right they don't have, BC is stepping back from the brink and abiding by the law.

I am confident that the courts will not give BC rights it does not possess under our Constitution.

In other words, I am confident the Constitution will be upheld and we will have seen the last of this ridiculous threat.

Given BC's decision, today I am suspending Alberta's retaliatory measures.

However, I want to be very clear:

If it becomes clear that this action is part of a deliberate strategy to harass the pipeline and its investors with frivolous and unconstitutional legal challenges, we will act immediately to retaliate.

And we will expect our federal partners to do the same.

Canada can't operate with a provincial government acting as though it is a separate country with the right to pass whatever laws it pleases to serve its short-term political interests.

That's no way to build an economy that works for every Canadian in every province.

And it's no way to advance our shared goals to tackle climate change and to protect Canada's coast.

Alberta has never objected to British Columbia's desire to ensure that our national coastline is protected with the highest standards possible.

Albertans strongly support and share that goal.

And I am proud that the decision to approve Trans-Mountain is paired with new protections that will guard the coast and reduce emissions nationwide.

So the stakes are high. For our economy, for climate action, and for our country.

Alberta won't back down from this fight.

To that end, the work of our Market Access Task Force continues.

We will bring our positive message to all Canadians.

We will prepare further retaliatory measures for use if BC pulls something like this again.

We will pursue all legal options available to us.

And we will work with the federal government to ensure this project that benefits all Canadians gets over the goal line.

In short, we will not – we will never – back down defending Alberta's interests against those who would violate the constitution to hurt our economy, to undermine our climate leadership plan, and to harm the economic security of

consolidation to hurt our economy, to undermine our climate leadership plan, and to harm the economic security of
hundreds of thousands of working Canadians.
Sent from my iPhone

Page 017

Withheld pursuant to/removed as

s.14;s.13

Page 018

Withheld pursuant to/removed as

s.13

- I'm here today to speak to our continued efforts to stand up for the interests of British Columbians – to stand up for our coast – Canada's Pacific coast.
- To stand up for the rights of British Columbians by doing all we can to protect our land and waters, our coastal communities, and our local economies.

- The people of British Columbia are looking to our government to make sure any spill of diluted bitumen flow does not threaten our province's future.
- To that end, we recently announced our intention to speak with British Columbians about the safeguards they're demanding.
- This included consultations on:
 - Spill response times
 - Geographic response plans

- Compensation for loss of public and cultural use of land
 - And application of regulations to marine spills
-
- We will be moving forward in the coming weeks with consultations on these four points.

 - We're here today to address the fifth area of consultation... regarding the restriction of additional bitumen flows pending further scientific study on spill response.

- This point has generated disproportionate and unlawful reactions from the Alberta government...
- Actions that threaten an entire industry and the livelihoods of people who've spent a lifetime in the work they love
- We have taken the steps necessary to protect our wine industry from the resulting unwarranted trade action by the Alberta government.

- Most recently by challenging their trade restrictions through the Canadian Free Trade Agreement process
- We believe it is our right to take appropriate measures to protect our coast from the drastic consequence of a diluted bitumen spill.
- And we are prepared to confirm that right in the courts.
- So, today, I'm announcing that we are preparing to refer this constitutional

question to the courts... and that we are retaining expert legal counsel to ready that reference.

- The outcome of that reference will be used to inform any next steps to defend BC's interests
- It is our belief that this critical issue rightly is one of the rule of law.
- It's not about politics. It's not about trade.

- It's about British Columbians' right to have their voices heard on this critical issue...
- And it's about B.C.'s right to defend itself against the risks stemming from any action that may threaten our people, our province and our future.

Page 026 to/à Page 033

Withheld pursuant to/removed as

s.14;s.16;s.13

Friday, March 9, 2018 at 10:52:19 AM Pacific Standard Time

Subject: Other version
Date: Thursday, February 22, 2018 at 9:24:35 AM Pacific Standard Time
From: Lloyd, Evan GCPE:EX
To: Howlett, Tim GCPE:EX
Attachments: Redraft2.doc

Does this address concerns?

- We are gathered on the territory of the Songhees and Esquimalt First Nations
- I'm here today to speak to our continued efforts to stand up for the interests of British Columbians – to stand up for our coast – Canada's Pacific coast.
- More specifically, our government has a responsibility to ensure that the best possible protections are in place to protect our coastal environment and the tens of thousands of jobs that rely upon it.
- In October of last year we approved regulations to establish a new standard of preparedness, response and recovery necessary to protect B.C.'s environment.

- With some exceptions – those phase one regulations apply to pipelines transporting any quantity of liquid petroleum products, and rail and trucking operations transporting more than 10,000 litres of liquid petroleum products.
- More recently we announced our intention to consult with British Columbians concerning a second phase of regulations – to assist us in developing a more robust spill response framework.
- These include consultations on:
 - Spill response times
 - Geographic response plans
 - Compensation for loss of public and cultural use of land
 - And application of regulations to marine spills

- A fifth area of consultation... regarding the restriction of additional bitumen flows pending further scientific study ... has triggered claims by Alberta and Ottawa that such consultation exceeds provincial jurisdiction.
- Our neighbours have voiced their displeasure by taking unfair and unlawful trade measures against B.C.'s wine producers.
- Consequently, we have taken steps to protect our wine industry, including a challenge to Alberta's trade restrictions through the Canadian Free Trade Agreement process.
- In the days ahead we will proceed to consult with British Columbians on the four elements of our intentions paper as outlined on January 30.

- In addition, the Province of British Columbia will retain expert legal counsel to refer to the courts the constitutional questions raised by this matter.

s.13

- We are confident in our rights to regulate and to protect the environment in the interests of British Columbians.
- Throughout this dispute we've been resolute in defending B.C.'s interest and we are confident that the Courts will confirm that we have the we have the jurisdiction to do so.

Friday, March 9, 2018 at 10:53:16 AM Pacific Standard Time

Subject: Fwd: Couple versions
Date: Thursday, February 22, 2018 at 7:18:16 AM Pacific Standard Time
From: Lloyd, Evan GCPE:EX
To: McGregor, Cara GCPE:EX
Attachments: 20180222 SN News Conference_draft6 [Robb] GM.docx, ATT00001.htm

And here's Geoff's verdict. Note attached and suggested word change. Seems like he likes both!

Sent from my iPhone

Begin forwarded message:

From: Geoff Meggs <s.22
Date: February 22, 2018 at 6:44:06 AM PST
To: Evan Lloyd <s.22
Cc: "Robb GCPE:EX Gibbs" <Robb.Gibbs@gov.bc.ca>, "Lloyd, Evan GCPE:EX" <evan.lloyd@gov.bc.ca>
Subject: Re: Couple versions

Thanks, these are good. I changed "expansion" to "spill" in Robb's - I've attached. I like the reference to the coast being in Canada's interest, or words along those lines, in Evan's - heard it from the Premier yesterday.

G

On Wed, 21 Feb 2018 at 23:44 Evan Lloyd <s.22 wrote:

Hey Geoff

Turns out Robb and I were both working on this later this evening. These are pretty similar - but it would be helpful if you have any reaction or comments as we finish this off.

Evan

Geoff Meggs
personal cell: s.22

- We are gathered on the territory of the Songhees and Esquimalt First Nations
- I'm here today to speak to our continued efforts to stand up for the future of our province... to stand up for our coast...
- To stand up for the rights of British Columbians by doing all we can to protect our land and waters, our coastal communities, and our local economies.
- The people of British Columbia are looking to our government to make sure any spill of diluted bitumen flow does not threaten our province's future.
- To that end, we recently announced our intention to speak with British Columbians about the safeguards they're demanding.

s.13

s.13

- This included consultations on:
 - Spill response times
 - Geographic response plans
 - Compensation for loss of public and cultural use of land
 - And application of regulations to marine spills
- We will be moving forward in the coming weeks with consultations on these four points.
- We're here today to address the fifth area of consultation... regarding the restriction of additional bitumen flows pending further scientific study on spill response.

- This point has generated disproportionate and illegal reactions from the Alberta government...
- Actions that threaten an entire industry and the livelihoods of people who've spent a lifetime in the work they love
- We have taken the steps necessary to protect our wine industry from the resulting unwarranted trade action by the Alberta government...
- Most recently by challenging their trade restrictions through the Canadian Free Trade Agreement process
- We believe it is our right to consult with British Columbians on all appropriate measures to protect our coast from the drastic consequence of a diluted bitumen spill.

- And we are prepared to test our beliefs in the courts.
- So, today, I'm announcing that we are preparing to refer this constitutional question to the courts... and that we are retaining expert legal counsel to ready that reference.

s.13

s.13

- It is our belief that this critical issue rightly is one of the rule of law.
- It's not about politics. It's not about trade.
- It's about British Columbians' rights to have their voices heard on this critical issue...

Page 4

- And it's about B.C.'s right to defend itself against the risks stemming from any action that may threaten our people, our province and our future.

Friday, March 9, 2018 at 11:08:25 AM Pacific Standard Time

Subject: Re: CFTA wine letter

Date: Sunday, February 18, 2018 at 6:33:41 PM Pacific Standard Time

From: Lloyd, Evan GCPE:EX

To: Mihlar, Fazil JTT:EX

CC: Little, Christine JTT:EX, Jang, Monica JTT:EX

Let me confirm this. s.13,s.16

Sent from my iPhone

On Feb 18, 2018, at 6:03 PM, Mihlar, Fazil JTT:EX <Fazil.Mihlar@gov.bc.ca> wrote:

Thx you. Do you have the proposed time for the NR yet?

Sent from my iPhone

On Feb 17, 2018, at 3:28 PM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

Fazil - the plan is for this initiative to be launched on Monday. There are a few tweaks to the NR that we will attend to. Otherwise we see this as a MBR initiative.

Evan

On 2018-02-16, 10:43 PM, "Mihlar, Fazil JTT:EX" <Fazil.Mihlar@gov.bc.ca> wrote:

Hi Evan s.13,s.16

s.13,s.16

Sent from my iPhone

Thx. Fazil

Friday, March 9, 2018 at 11:08:10 AM Pacific Standard Time

Subject: Re: CFTA wine letter

Date: Sunday, February 18, 2018 at 7:02:20 PM Pacific Standard Time

From: Lloyd, Evan GCPE:EX

To: Mihlar, Fazil JTT:EX

CC: Little, Christine JTT:EX, Jang, Monica JTT:EX, Gibbs, Robb GCPE:EX, Kristianson, Eric GCPE:EX

We were planning 10 a.m. We'll tidy up the NR first thing and include MO.

Evan.

Sent from my iPhone

On Feb 18, 2018, at 6:41 PM, Mihlar, Fazil JTT:EX <Fazil.Mihlar@gov.bc.ca> wrote:

Hi Evan: s.13,s.16

Thx. Fazil

Sent from my iPhone

On Feb 18, 2018, at 9:33 PM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

Let me confirm this. s.13,s.16

Sent from my iPhone

On Feb 18, 2018, at 6:03 PM, Mihlar, Fazil JTT:EX <Fazil.Mihlar@gov.bc.ca> wrote:

Thx you. Do you have the proposed time for the NR yet?

Sent from my iPhone

On Feb 17, 2018, at 3:28 PM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

Fazil - the plan is for this initiative to be launched on Monday. There are a few tweaks to the NR that we will attend to. Otherwise we see this as a MBR initiative.

Evan

On 2018-02-16, 10:43 PM, "Mihlar, Fazil JTT:EX" <Fazil.Mihlar@gov.bc.ca> wrote:

Hi Evan: s.13,s.16

s.13,s.16

. Thx. Fazil

Sent from my iPhone

Friday, March 9, 2018 at 11:07:59 AM Pacific Standard Time

Subject: Re: Wine Remedy Package

Date: Sunday, February 18, 2018 at 7:03:27 PM Pacific Standard Time

From: Lloyd, Evan GCPE:EX

To: Meggs, Geoff PREM:EX

CC: Gibbs, Robb GCPE:EX, Lowe, Mike GCPE:EX

10 am. OYM has made his calls on this.
Evan

Sent from my iPhone

On Feb 18, 2018, at 6:35 PM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

Geoff do you/others need time to coordinate and notify on this item in the a.m. or is it clear to launch as soon as NR is final?

Sent from my iPhone

Friday, March 9, 2018 at 11:07:24 AM Pacific Standard Time

Subject: FW: Initiating Dispute Settlement Under the CFTA
Date: Monday, February 19, 2018 at 10:12:59 AM Pacific Standard Time
From: Lloyd, Evan GCPE:EX
To: Beale, William AGRI:EX
Attachments: NR approved by Sheila and MBR.docx

This will be out shortly – watch for it.
Evan

From: "McColl, John-Michael JTT:EX" <JohnMichael.McColl@gov.bc.ca>
Date: Monday, February 19, 2018 at 10:10 AM
To: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>
Cc: Geoff Meggs <Geoff.Meggs@gov.bc.ca>, Sage Aaron <Sage.Aaron@gov.bc.ca>, Matt Hannah <Matt.Hannah@gov.bc.ca>, "Matthen, Sheila GCPE:EX" <Sheila.Matthen@gov.bc.ca>, "Oreck, Mira PREM:EX" <Mira.Oreck@gov.bc.ca>, Okenge Yuma Morisho <Okenge.YumaMorisho@gov.bc.ca>
Subject: RE: Initiating Dispute Settlement Under the CFTA

Hello all,

A quick note to say Sheila and Minister approved this edited release which came to us from Robb Gibbs this morning.

It will go out shortly.

JM

From: McColl, John-Michael JTT:EX
Sent: Monday, February 19, 2018 8:35 AM
To: Lloyd, Evan GCPE:EX
Cc: Meggs, Geoff PREM:EX; Aaron, Sage PREM:EX; Hannah, Matt GCPE:EX; Matthen, Sheila GCPE:EX; Oreck, Mira PREM:EX; Yuma Morisho, Okenge PREM:EX
Subject: RE: Initiating Dispute Settlement Under the CFTA

Hello Evan,

Sheila Matthen (cc'd here) would like to see / approve the news release before it goes out. Could you send her your revised version.

Once you're both comfortable with it, just let us and Tasha know the final, approved version we should send.

Cheers,

JM

From: Lloyd, Evan GCPE:EX
Sent: Monday, February 19, 2018 7:17 AM
To: McColl, John-Michael JTT:EX
Cc: Meggs, Geoff PREM:EX; Aaron, Sage PREM:EX; Hannah, Matt GCPE:EX; Matthen, Sheila GCPE:EX; Oreck, Mira PREM:EX; Yuma Morisho, Okenge PREM:EX

Subject: Re: Initiating Dispute Settlement Under the CFTA

Correct.
Evan

Sent from my iPhone

On Feb 19, 2018, at 6:21 AM, McColl, John-Michael JTT:EX <JohnMichael.McColl@gov.bc.ca> wrote:

Good morning Evan,

So I understand the release is set to go at 10:00 AM this morning - and that you'll send us a final approved version before then.

We have coordinated with Mira to make some stakeholder calls just before the release goes out.

I suspect the release will provoke some interview requests. Tasha suggests we make MBR available for some questions from the Gallery at the blue curtain at 11.

Let me know if you have any concerns with that, otherwise we'll arrange accordingly.

JM

Sent from my iPhone

On Feb 17, 2018, at 12:31 PM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

FYI the roll-out of this item is planned for Monday 19th on the part of MBR. (A few tweaks to the NR pending).
Evan Lloyd

From: "McColl, John-Michael JTT:EX" <JohnMichael.McColl@gov.bc.ca>

Date: Friday, February 16, 2018 at 6:26 PM

To: Geoff Meggs <Geoff.Meggs@gov.bc.ca>, "Lloyd, Gcpe:Ex"

<Evan.Lloyd@gov.bc.ca>, Sage Aaron <Sage.Aaron@gov.bc.ca>

Cc: Matt Hannah <Matt.Hannah@gov.bc.ca>, "Matthen, Sheila GCPE:EX"

<Sheila.Matthen@gov.bc.ca>, "Oreck, Mira PREM:EX"

<Mira.Oreck@gov.bc.ca>, Okenge Yuma Morisho

<Okenge.YumaMorisho@gov.bc.ca>

Subject: RE: Initiating Dispute Settlement Under the CFTA

Thanks Geoff.

Sage and Evan, I'll wait for your green light.

When all the boxes are checked, let me know and I can ask Fazil to send the letter and have our Director of Comms (Tasha) send the release – if that makes sense to you.

JM

From: Meggs, Geoff PREM:EX
Sent: Friday, February 16, 2018 6:09 PM
To: McColl, John-Michael JTT:EX
Cc: Hannah, Matt GCPE:EX; Matthen, Sheila GCPE:EX; Lloyd, Evan GCPE:EX; Yuma Morisho, Okenge PREM:EX; Aaron, Sage PREM:EX; Oreck, Mira PREM:EX
Subject: Re: Initiating Dispute Settlement Under the CFTA

Thanks JM - it can go as determined by Sage Aaron and Evan Lloyd. I would recommend sometime Sunday but I would like assurance the appropriate advance calls go to stakeholders, the Premier is briefed and I have time to advise my counterparts.

Geoff

Sent from my iPhone

On Feb 16, 2018, at 6:05 PM, McColl, John-Michael JTT:EX
<JohnMichael.McColl@gov.bc.ca> wrote:

Geoff,

Sheila asked me to let you know that the Minister has reviewed the attached press release and letter – and approved them.

In his view the letter and release are ready to send on Monday, or whenever you feel the time is right. We'll wait for your signal before proceeding.

Please don't hesitate to call me if you have any questions.

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

<NR Province Takes Action to Protect BC Wine Industry_Feb
2018-V2 - SM edits.docx>

<139983_IN_CFTA_Wine_Dispute.docx>

Friday, March 9, 2018 at 10:49:51 AM Pacific Standard Time

Subject: FW: Final for today's events
Date: Thursday, February 22, 2018 at 10:17:07 AM Pacific Standard Time
From: Lloyd, Evan GCPE:EX
To: Zacharias, Mark ENV:EX
Attachments: 20180222 SN News Conference_FINAL.docx

Mark – as requested.
This is a go.
Evan

From: Robb Gibbs <Robb.Gibbs@gov.bc.ca>
Date: Thursday, February 22, 2018 at 10:03 AM
To: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>, Sage Aaron <Sage.Aaron@gov.bc.ca>, "McGregor, Cara GCPE:EX" <Cara.McGregor@gov.bc.ca>, Geoff Meggs <Geoff.Meggs@gov.bc.ca>
Subject: Final for today's events

Pending a final proofing, this is it.

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

Page 052 to/à Page 055

Withheld pursuant to/removed as

s.13

Page 056 to/à Page 057

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s.14;s.13

Page 058

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s.13



NEWS RELEASE

For Immediate Release
[release number]
Date

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.

Moved (insertion) [1]

"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."

s.13,s.16

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.

Moved up [1]: This will be the first formal dispute to occur under the new CFTA.

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:

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

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

Media Contact:

Media Relations

Ministry of Jobs, Trade and Technology

250 889-1121

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s.12;s.16;s.13

Page 062

Withheld pursuant to/removed as

s.12;s.14;s.16;s.13

Page 063 to/à Page 064

Withheld pursuant to/removed as

s.14;s.16;s.13

Page 065 to/à Page 067

Withheld pursuant to/removed as

s.14;s.13

Friday, March 9, 2018 at 11:02:47 AM Pacific Standard Time

Subject: FW: SN draft
Date: Wednesday, February 21, 2018 at 3:36:58 PM Pacific Standard Time
From: Lloyd, Evan GCPE:EX
To: Gibbs, Robb GCPE:EX
Attachments: 20180222 SN News Conference_draft2.docx

From: "McGregor, Cara GCPE:EX" <Cara.McGregor@gov.bc.ca>
Date: Wednesday, February 21, 2018 at 2:44 PM
To: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>
Subject: SN draft

- We are gathered on the territory of the Songhees and Esquimalt First Nations
- As Premier, it is my priority to get up every day and work hard for the people of B.C.
- Our government is taking action to fix the problems and finding solutions to the challenges facing people today.
- With our first full budget this week, we're making life more affordable, investing in services people count on, and growing a sustainable economy.

- We must remember that BC's prosperity is rooted in our pristine environment.
- BC's natural beauty is the envy of the world and the bedrock of our economy, our communities, and our way of life.

s.13



- My priority is to defend B.C.'s interests from the devastating economic and environmental costs of a heavy oil spill.
- That is our focus. That is what drives this government's actions.
- We took the first step in September, with new regulations to protect our coast and economy.
- In January, we announced our intention to launch a second phase of consultations, to determine if additional actions were warranted.

- My Cabinet has deliberated and we have agreed to proceed on consultations with respect to:
 - Spill response times
 - Geographic response plans
 - Compensation for loss of public and cultural use of land
 - And application of regulations to marine spills
- Other jurisdictions have made it clear that they don't agree with some of our proposed actions.
- They take issue with our right to consult on appropriate measures to protect our economy, environment and our coast.

- Our neighbours in Alberta have voiced their displeasure by taking unfair trade measures against B.C.'s wine producers.
- As you know, we are formally challenging these unwarranted trade restrictions through the Canadian Free Trade Agreement process.
- We will not be bullied or coerced into giving up our right to consult with British Columbians on appropriate measures to protect our coast for future generations.
- We are prepared to take steps to clarify and confirm those rights.

- The Province of British Columbia will retain expert legal counsel and seek a reference from the BC Supreme Court.
- The courts can provide a clear determination of B.C.'s constitutional rights to defend against the risks of a bitumen spill.
- We will seek confirmation that B.C.'s proposed consultations on so-called point five -- the restriction of additional bitumen flows -- falls squarely within B.C.'s jurisdiction.
- We invited the federal government to join the reference case, they have opted not to.

- This question is too important to wait, so we're proceeding on our own.
- We will wait for the outcome of that reference before engaging in any consultation on that specific point.
- However we will begin our consultations in respect to the other four points I outlined earlier.
- It is our right and our duty to protect B.C.'s economy, land and waters from oil spills.
- We will continue to fight for B.C.'s interests, and protect what matters most.

Subject: Notes

Date: Wednesday, February 21, 2018 at 3:52:18 PM Pacific Standard Time

From: Lloyd, Evan GCPE:EX

To: Howlett, Tim GCPE:EX

Tim do you have any text on this announcement that we could discuss. When I read the draft from Cara it's not really what I'm thinking - too much of a "speech"

Evan

Page 077 to/à Page 078

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s.14

Page 079 to/à Page 098

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s.14;s.16;s.13

Friday, March 9, 2018 at 11:00:40 AM Pacific Standard Time

Subject: Re: Roll-out and responsibilities, Feb 22

Date: Wednesday, February 21, 2018 at 9:04:27 PM Pacific Standard Time

From: Lloyd, Evan GCPE:EX

To: Meggs, Geoff PREM:EX

CC: Oreck, Mira PREM:EX, Frampton, Caelie ENV:EX

Mira I understand Mark Z is contacting 2 Engos- W Coast Env Law, plus L. Matthews (?)
Also on the list (Fazil?) Capp; Energy Pipeline Assoc; Railway Assoc; BCBC
All Fed Deputies covered, plus PCO and AB

Sent from my iPhone

On Feb 21, 2018, at 8:58 PM, Meggs, Geoff PREM:EX <Geoff.Meggs@gov.bc.ca> wrote:

s.13,s.16

From: Oreck, Mira PREM:EX

Sent: Wednesday, February 21, 2018 8:49 PM

To: Lloyd, Evan GCPE:EX

Cc: Meggs, Geoff PREM:EX; Frampton, Caelie ENV:EX

Subject: RE: Roll-out and responsibilities, Feb 22

Thanks, Evan.

Caelie and I have outlined a plan for MGH. It relies heavily on engagement from his DM, but also includes calls from Caelie. She and I will be checking in throughout the day on this. Geoff, if you are making calls please keep us up to date on them. If anyone else is making calls outside of MGH and team, it's really important they report in. Caelie will hold the master list.

Mira

From: Lloyd, Evan GCPE:EX

Sent: Wednesday, February 21, 2018 3:28 PM

To: Howlett, Tim GCPE:EX; McGregor, Cara GCPE:EX; Aaron, Sage PREM:EX; Smith, George AG:EX; Frampton, Caelie ENV:EX; Oreck, Mira PREM:EX; Hardin, Karl GCPE:EX; Gibbs, Robb GCPE:EX; Meggs, Geoff PREM:EX; Zadravec, Don GCPE:EX; Kristianson, Eric GCPE:EX

Subject: Roll-out and responsibilities, Feb 22

I appreciate many of you are already engaged in anticipation of tomorrow's announcement and related activity concerning next steps re KM/AB – for the sake of clarity and to focus our efforts

please note the following:

- 10:30 a.m. PJH video
 - Location – Office of the Premier
 - Script – Cara, Sage
 - Production and social media development – Karl
- Outreach/stakeholder calls 11:00 a.m. – 1:00 p.m. (discussion today re. who calls whom)
 - Geoff
 - Mira
 - MGH
- Media Notice of PJH News Conference 1:30 p.m. (?)
- 2:00 p.m. News Conference
 - Legislative Press Theatre
 - PJH, MGH
- 3:00 p.m. Social media roll-out

Cara has produced a first draft of remarks for the news conference. Tim, can you please review in terms of the messaging discussed yesterday with myself and MGH? Please re-direct comments and suggestions to Cara.

The News Release – to be drafted by GCPE, will feature quotes from PJH and MGH.

Please note that it is important the draft of this NR be reviewed by legal staff.

Don, please discuss with Mira the extent and timing of any calls to stakeholders and partners that are warranted, by whom and when.

Speaking notes, once revised will be shared with all to facilitate this.

More?

Page 101

Withheld pursuant to/removed as

s.12;s.16;s.13

Page 102

Withheld pursuant to/removed as

s.14;s.13

Friday, March 9, 2018 at 10:59:56 AM Pacific Standard Time

Subject: Fwd: Text

Date: Wednesday, February 21, 2018 at 9:43:19 PM Pacific Standard Time

From: Lloyd, Evan GCPE:EX

To: Gibbs, Robb GCPE:EX

FYI

Sent from my iPad

Begin forwarded message:

From: "Meggs, Geoff PREM:EX" <Geoff.Meggs@gov.bc.ca>

Date: February 21, 2018 at 9:30:32 PM PST

To: "Lloyd, Evan GCPE:EX" <Evan.Lloyd@gov.bc.ca>

Subject: Re: Text

s.13,s.16

8

From: Lloyd, Evan GCPE:EX

Sent: Wednesday, February 21, 2018 9:08 PM

To: Meggs, Geoff PREM:EX

Subject: Text

s.13

Evan

Sent from my iPhone

Friday, March 9, 2018 at 10:57:49 AM Pacific Standard Time

Subject: Fwd: Couple versions
Date: Thursday, February 22, 2018 at 7:16:29 AM Pacific Standard Time
From: Lloyd, Evan GCPE:EX
To: McGregor, Cara GCPE:EX
Attachments: Redraft2.doc, ATT00001.htm, 20180222 SN News Conference_draft6[Robb].docx, ATT00002.htm

Here's where we ended up last night.

Sent from my iPhone

Begin forwarded message:

From: Evan Lloyd <s.22
Date: February 21, 2018 at 11:44:28 PM PST
To: Geoff Meggs <s.22
Cc: "Robb GCPE:EX Gibbs" <Robb.Gibbs@gov.bc.ca>, "Lloyd, Evan GCPE:EX" <evan.lloyd@gov.bc.ca>
Subject: Couple versions

Hey Geoff

Turns out Robb and I were both working on this later this evening. These are pretty similar - but it would be helpful if you have any reaction or comments as we finish this off.

- We are gathered on the territory of the Songhees and Esquimalt First Nations
- I'm here today to speak to our continued efforts to stand up for the interests of British Columbians – to stand up for our coast – Canada's Pacific coast.
- More specifically, our government has a responsibility to ensure that the best possible protections are in place to protect our coastal environment and the tens of thousands of jobs that rely upon it.
- In October of last year we approved regulations to establish a new standard of preparedness, response and recovery necessary to protect B.C.'s environment.

- With some exceptions – those phase one regulations apply to pipelines transporting any quantity of liquid petroleum products, and rail and trucking operations transporting more than 10,000 litres of liquid petroleum products.
- More recently we announced our intention to consult with British Columbians concerning a second phase of regulations – to assist us in developing a more robust spill response framework.
- These include consultations on:
 - Spill response times
 - Geographic response plans
 - Compensation for loss of public and cultural use of land
 - And application of regulations to marine spills

- A fifth area of consultation... regarding the restriction of additional bitumen flows pending further scientific study ... has triggered claims by Alberta and Ottawa that such consultation exceeds provincial jurisdiction.
- Our neighbours have voiced their displeasure by taking unfair and unlawful trade measures against B.C.'s wine producers.
- Consequently, we have taken steps to protect our wine industry, including a challenge to Alberta's trade restrictions through the Canadian Free Trade Agreement process.
- In the days ahead we will proceed to consult with British Columbians on the four elements of our intentions paper as outlined on January 30.

- In addition, the Province of British Columbia will retain expert legal counsel to refer to the courts the constitutional questions raised by this matter.

s.13

- We are confident in our rights to regulate and to protect the environment in the interests of British Columbians.
- Throughout this dispute we've been resolute in defending B.C.'s interest and we are confident that the Courts will confirm that we have the we have the jurisdiction to do so.

- We are gathered on the territory of the Songhees and Esquimalt First Nations
- I'm here today to speak to our continued efforts to stand up for the future of our province... to stand up for our coast...
- To stand up for the rights of British Columbians by doing all we can to protect our land and waters, our coastal communities, and our local economies.
- The people of British Columbia are looking to our government to make sure any expansion of diluted bitumen flow does not threaten our province's future.
- To that end, we recently announced our intention to speak with British Columbians about the safeguards they're demanding.

s.13

- This included consultations on:
 - Spill response times
 - Geographic response plans
 - Compensation for loss of public and cultural use of land
 - And application of regulations to marine spills
- We will be moving forward in the coming weeks with consultations on these four points.
- We're here today to address the fifth area of consultation... regarding the restriction of additional bitumen flows pending further scientific study on spill response.

- This point has generated disproportionate and illegal reactions from the Alberta government...
- Actions that threaten an entire industry and the livelihoods of people who've spent a lifetime in the work they love
- We have taken the steps necessary to protect our wine industry from the resulting unwarranted trade action by the Alberta government...
- Most recently by challenging their trade restrictions through the Canadian Free Trade Agreement process
- We believe it is our right to consult with British Columbians on all appropriate measures to protect our coast from the drastic consequence of a diluted bitumen spill.

- And we are prepared to test our beliefs in the courts.

- So, today, I'm announcing that we are preparing to refer this constitutional question to the courts... and that we are retaining expert legal counsel to ready that reference.

s.13

s.13

- It is our belief that this critical issue rightly is one of the rule of law.
- It's not about politics. It's not about trade.
- It's about British Columbians' rights to have their voices heard on this critical issue...

- And it's about B.C.'s right to defend itself against the risks stemming from any action that may threaten our people, our province and our future.

- We are gathered on the territory of the Songhees and Esquimalt First Nations
- I'm here today to speak to our continued efforts to stand up for the future of our province... to stand up for our coast...
- To stand up for the rights of British Columbians by doing all we can to protect our land and waters, our coastal communities, and our local economies.
- The people of British Columbia are looking to our government to make sure any expansion of diluted bitumen flow does not threaten our province's future.
- To that end, we recently announced a series of actions that asserted our right to

Speak with British Columbians about the safeguards they're demanding.

- This included consultations on:
 - Spill response times
 - Geographic response plans
 - Compensation for loss of public and cultural use of land
 - And application of regulations to marine spills
- We will be moving forward in the coming weeks with consultations on these four points.
- We're here today to address the fifth area of consultation... regarding the restriction of additional bitumen flows pending further study on spill response.

- This point has generated disproportionate and illegal reactions from the Alberta government...
- Actions that threaten an entire industry and the livelihoods of people who've spent a lifetime in the work they love
- We have taken the steps necessary to protect our wine industry from the resulting unwarranted trade action by the Alberta government...
- Most recently by challenging their trade restrictions through the Canadian Free Trade Agreement process
- We believe it is our right to consult with British Columbians on all appropriate measures to protect our coast from the drastic consequence of a diluted bitumen spill.

- And we are prepared to test our beliefs in the courts.
- So, today, I'm announcing that we are preparing to refer this fundamental constitutional question to the courts... and that we are retaining expert legal counsel to ready that reference.

s.13



- It is our belief that this critical issue rightly is one of the rule of law.
- It's not about politics. It's not about trade.
- It's about British Columbians' rights to have their voices heard on this critical issue...

- And it's about B.C.'s right to defend itself against the risks stemming from any action that may threaten our people, our province and our future.

- We are gathered on the territory of the Songhees and Esquimalt First Nations
- I'm here today to speak to our continued efforts to stand up for the interests of British Columbians... to stand up for our coast.

s.13

- Our focus now is to make sure this decision does not irreparably damage our land and waters, our coastal communities, and our local economies.
- The people of British Columbia are looking to our government to make sure any

expansion of diluted bitumen flow does not threaten our province's future.

- To that end, we recently announced a series of actions that asserted our right to speak with British Columbians about the safeguards they're demanding.
- This included consultations on:
 - Spill response times
 - Geographic response plans
 - Compensation for loss of public and cultural use of land
 - And application of regulations to marine spills
- The fifth area of consultation... regarding the restriction of additional bitumen flows pending further study on spill response...

has generated reactions from both the Alberta and Federal governments.

- We have taken the steps necessary to protect our wine industry from the resulting unwarranted trade action by the Alberta government.
- But political ploys between provinces will not lead to resolutions or solutions.
- That's why we believe it's time to have this matter resolved independently through the courts.

s.13

- It is our belief that this critical issue rightly is one of the rule of law.

- It's not political. It's not a trade issue.
- It's about our belief that British Columbians have the right to have their voices heard on this critical issue... and that B.C. has the right to defend itself against the risks of a massive bitumen spill.
- Our reference to the courts will likely take many weeks to move forward.
- In the meantime, we will shortly begin consultations on our remaining actions to protect British Columbia's interests.

Faust, Marnie L GCPE:EX

From: Meggs, Geoff PREM:EX
Sent: Sunday, February 18, 2018 8:12 PM
To: Lloyd, Evan GCPE:EX
Cc: Gibbs, Robb GCPE:EX; Lowe, Mike GCPE:EX
Subject: Re: Wine Remedy Package

s.13,s.16

Geoff

From: Lloyd, Evan GCPE:EX
Sent: Sunday, February 18, 2018 6:35 PM
To: Meggs, Geoff PREM:EX
Cc: Gibbs, Robb GCPE:EX; Lowe, Mike GCPE:EX
Subject: Wine Remedy Package

Geoff do you/others need time to coordinate and notify on this item in the a.m. or is it clear to launch as soon as NR is final?

Sent from my iPhone

Faust, Marnie L GCPE:EX

From: Lloyd, Evan GCPE:EX
Sent: Sunday, February 18, 2018 7:03 PM
To: Meggs, Geoff PREM:EX
Cc: Gibbs, Robb GCPE:EX; Lowe, Mike GCPE:EX
Subject: Re: Wine Remedy Package

10 am. OYM has made his calls on this.
Evan

Sent from my iPhone

> On Feb 18, 2018, at 6:35 PM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

>

> Geoff do you/others need time to coordinate and notify on this item in the a.m. or is it clear to launch as soon as NR is final?

>

> Sent from my iPhone

Faust, Marnie L GCPE:EX

From: Lloyd, Evan GCPE:EX
Sent: Saturday, February 17, 2018 1:15 PM
To: Frampton, Caelie ENV:EX; McColl, John-Michael JTT:EX; Smith, George AG:EX; Lowe, Mike GCPE:EX
Cc: Gibbs, Robb GCPE:EX; Aaron, Sage PREM:EX; Oreck, Mira PREM:EX
Subject: Next Steps - Confidential

FYI all

Broad outline discussed and agreed this a.m. with PO.

Please be advised of the proposed roll-out of KM-related initiatives and cabinet leads:

1. Today - done – IB re BC appeal of NEB decision re KM/Burnaby - MGH
2. Sunday 18th – PJH video statement re. current dispute KM/AB/Can - PJH
3. Monday 19th – Wine Remedy Package – MBR
4. s.13,s.16
5. s.13
6. s.12,s.13
7. s.13,s.14,s.16
8. Monday 26 – Intentions paper and signal of on-going efforts. MGH

s.13,s.16

EVAN LLOYD
Deputy Minister,
Government Communications and Public Engagement – GCPE
evan.lloyd@gov.bc.ca
250 812 9153

Faust, Marnie L GCPE:EX

From: Schollen, Tasha GCPE:EX
Sent: Friday, February 16, 2018 7:22 PM
To: Lowe, Mike GCPE:EX
Cc: Zaharia, Sarah GCPE:EX
Subject: Re: CFTA Dispute resolution over weekend

Thanks for letting me know. I'll touch base with Minister's office.

The NR is presently with Eric and Evan as far as I know.

Sent from my iPhone

> On Feb 16, 2018, at 7:19 PM, Lowe, Mike GCPE:EX <Mike.Lowe@gov.bc.ca> wrote:

>

> Hi Tasha / you may have heard from your MO already but just wanted to give you a heads up that we may want to get the release out about filing for dispute resolution under CFTA over the weekend (Sunday sounds likely) so there may be some revisions and finalizing to do over the weekend.

>

> Mike

>

>

> Sent from my iPhone

Faust, Marnie L GCPE:EX

From: Lloyd, Evan GCPE:EX
Sent: Friday, February 16, 2018 6:27 PM
To: Lowe, Mike GCPE:EX
Subject: FW: Initiating Dispute Settlement Under the CFTA

Can you advise Tascha that we may have some weekend revisions and work for her.
Evan

From: "McColl, John-Michael JTT:EX" <JohnMichael.McColl@gov.bc.ca>
Date: Friday, February 16, 2018 at 6:26 PM
To: Geoff Meggs <Geoff.Meggs@gov.bc.ca>, "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>, Sage Aaron <Sage.Aaron@gov.bc.ca>
Cc: Matt Hannah <Matt.Hannah@gov.bc.ca>, "Matthen, Sheila GCPE:EX" <Sheila.Matthen@gov.bc.ca>, "Oreck, Mira PREM:EX" <Mira.Oreck@gov.bc.ca>, Okenge Yuma Morisho <Okenge.YumaMorisho@gov.bc.ca>
Subject: RE: Initiating Dispute Settlement Under the CFTA

Thanks Geoff.

Sage and Evan, I'll wait for your green light.

When all the boxes are checked, let me know and I can ask Fazil to send the letter and have our Director of Comms (Tasha) send the release – if that makes sense to you.

JM

From: Meggs, Geoff PREM:EX
Sent: Friday, February 16, 2018 6:09 PM
To: McColl, John-Michael JTT:EX
Cc: Hannah, Matt GCPE:EX; Matthen, Sheila GCPE:EX; Lloyd, Evan GCPE:EX; Yuma Morisho, Okenge PREM:EX; Aaron, Sage PREM:EX; Oreck, Mira PREM:EX
Subject: Re: Initiating Dispute Settlement Under the CFTA

Thanks JM - it can go as determined by Sage Aaron and Evan Lloyd. I would recommend sometime Sunday but I would like assurance the appropriate advance calls go to stakeholders, the Premier is briefed and I have time to advise my counterparts.

Geoff

Sent from my iPhone

On Feb 16, 2018, at 6:05 PM, McColl, John-Michael JTT:EX <JohnMichael.McColl@gov.bc.ca> wrote:

Geoff,

Sheila asked me to let you know that the Minister has reviewed the attached press release and letter – and approved them.

In his view the letter and release are ready to send on Monday, or whenever you feel the time is right. We'll wait for your signal before proceeding.

Please don't hesitate to call me if you have any questions.

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

<NR Province Takes Action to Protect BC Wine Industry_Feb 2018-V2 - SM edits.docx>

<139983_IN_CFTA_Wine_Dispute.docx>

Faust, Marnie L GCPE:EX

From: Zaharia, Sarah GCPE:EX
Sent: Monday, February 12, 2018 8:13 AM
To: Lowe, Mike GCPE:EX
Subject: RE: Wine Ad

Thanks Mike!

From: Lowe, Mike GCPE:EX
Sent: Friday, February 9, 2018 4:45 PM
To: McRae, Meghan GCPE:EX; Zaharia, Sarah GCPE:EX
Subject: FW: Wine Ad

Hi Meghan and Sarah – I wanted to bring your attention to an ad (attached) that will be running in the weekend papers demonstrating support and solidarity for BC wine producers.

It will run in the Vancouver Sun on Saturday and Province on Sunday, as well as in the PG Citizen and Globe and Mail.

You may have already been made aware of this from your DM or MO, but I wanted to make sure you had it.

An IN has been written on the ad itself, which I'll share shortly once I get my hands on it. A key point is that this is a one-off ad meant to show support and encourage people to support BC wines over the long weekend. It doesn't constitute the whole response on behalf of the province, nor is it the start of a specific ongoing campaign.

Cheers,
Mike

Faust, Marnie L GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Friday, February 9, 2018 5:07 PM
To: Lloyd, Evan GCPE:EX; Lowe, Mike GCPE:EX
Subject: RE: IN - Wine Ad
Attachments: IN_GCPE_BC_wine_ad_Feb9_330pm_DRAFT.docx

Mike, not sure if you sent out the Issues Note for the trade ad...attached is an updated version...just a few minor edits from the previous version.

Kathryn

From: Lloyd, Evan GCPE:EX
Sent: Friday, February 9, 2018 4:56 PM
To: Lowe, Mike GCPE:EX
Cc: LeSueur, Kathryn GCPE:EX
Subject: BN - Wine Ad

Mike as discussed – feel free to share this with Agriculture.

ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE

Ministry: Finance

RECORD OPR: GCPE Finance

Date: Jan. 9, 2018

Minister Responsible: Honourable Carole James

**GCPE: B.C. Wine Ad
#toastthecoast**

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.

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 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.

ADVICE TO MINISTER

Faust, Marnie L GCPE:EX

From: Hardin, Karl GCPE:EX
Sent: Thursday, February 22, 2018 2:52 PM
To: Gibbs, Robb GCPE:EX
Subject: Actual transcript

1
00:00:00,410 --> 00:00:01,286
I'm John Horgan,

2
00:00:01,286 --> 00:00:02,820
Premier of British Columbia.

3
00:00:02,820 --> 00:00:04,207
I want to talk to you today

4
00:00:04,207 --> 00:00:05,669
about our continuing efforts

5
00:00:05,669 --> 00:00:07,160
to stand up for the interests of

6
00:00:07,200 --> 00:00:10,100
British Columbians to defend our coast.

7
00:00:10,100 --> 00:00:11,240
As British Columbians

8
00:00:11,240 --> 00:00:12,562
we want to do all we can

9
00:00:12,562 --> 00:00:14,310
to protect our land and waters,

10
00:00:14,310 --> 00:00:15,560
our coastal communities

11
00:00:15,640 --> 00:00:17,260
and our local economies.

12

00:00:17,260 --> 00:00:18,753
The people of British Columbia

13

00:00:18,753 --> 00:00:20,223
are looking to our government

14

00:00:20,223 --> 00:00:21,490
to make sure any spill of

15

00:00:21,490 --> 00:00:23,431
diluted bitumen does not

16

00:00:23,440 --> 00:00:25,260
threaten our province's future.

17

00:00:25,700 --> 00:00:26,720
Recently we announced our

18

00:00:26,720 --> 00:00:28,656
intention to speak with British Columbians

19

00:00:28,656 --> 00:00:29,540
about what safeguards

20

00:00:29,550 --> 00:00:31,870
should be in place to protect

21

00:00:31,870 --> 00:00:33,960
our environment, our economy,

22

00:00:34,100 --> 00:00:35,080
and our coast.

23

00:00:35,220 --> 00:00:36,900
This includes consultation on

24

00:00:37,080 --> 00:00:38,420
spill response times,

25

00:00:38,860 --> 00:00:40,540

geographic response plans,

26

00:00:40,800 --> 00:00:43,220

the loss of public and cultural use of land

27

00:00:43,540 --> 00:00:44,800

and the application of

28

00:00:44,920 --> 00:00:46,680

regulations to marine spills.

29

00:00:46,680 --> 00:00:48,222

And we'll be moving forward

30

00:00:48,222 --> 00:00:49,616

in the coming weeks with

31

00:00:49,616 --> 00:00:51,649

consultations on these four points.

32

00:00:51,649 --> 00:00:53,182

I want to address the fifth area

33

00:00:53,182 --> 00:00:54,593

of consultation regarding the

34

00:00:54,600 --> 00:00:56,680

restriction of additional bitumen flows

35

00:00:56,980 --> 00:00:58,940

pending further scientific study

36

00:00:59,180 --> 00:01:00,540

on spill response.

37

00:01:01,040 --> 00:01:02,364

This point has generated

38
00:01:02,364 --> 00:01:05,020
disproportionate and unlawful reactions

39
00:01:05,200 --> 00:01:06,640
from the Government of Alberta.

40
00:01:06,940 --> 00:01:09,597
Actions that threaten an entire industry

41
00:01:09,600 --> 00:01:10,640
and the livelihoods of people

42
00:01:10,800 --> 00:01:11,960
who depend on it.

43
00:01:12,720 --> 00:01:14,000
We've taken steps to protect

44
00:01:14,020 --> 00:01:15,790
our wine industry from the unwarranted

45
00:01:15,790 --> 00:01:17,900
trade action by the Government of Alberta.

46
00:01:18,760 --> 00:01:20,500
Your government has used

47
00:01:20,500 --> 00:01:22,103
mechanisms in the free trade

48
00:01:22,103 --> 00:01:23,820
agreement between provinces to

49
00:01:23,820 --> 00:01:26,580
protect and defend our wine industry.

50
00:01:26,760 --> 00:01:28,292
We believe it's our right

51
00:01:28,292 --> 00:01:30,716
to take appropriate measures to protect

52
00:01:30,716 --> 00:01:32,580
our economy, our environment,

53
00:01:32,640 --> 00:01:34,359
and our coast from the drastic

54
00:01:34,359 --> 00:01:36,672
consequences of a diluted bitumen spill,

55
00:01:36,672 --> 00:01:37,740
and we're prepared to confirm

56
00:01:37,740 --> 00:01:39,720
that right in the courts.

57
00:01:40,700 --> 00:01:42,420
Today, I'm announcing that we're

58
00:01:42,580 --> 00:01:44,020
preparing to refer this

59
00:01:44,060 --> 00:01:45,960
constitutional question to the courts

60
00:01:46,260 --> 00:01:48,180
and that we're retaining expert legal

61
00:01:48,380 --> 00:01:50,060
council to make that reference.

62
00:01:50,820 --> 00:01:51,740
The outcome of that reference

63
00:01:51,980 --> 00:01:53,200
will be used to inform any next

64

00:01:53,600 --> 00:01:55,840
steps to defend BC's interest.

65

00:01:56,200 --> 00:01:58,060
It's not about politics.

66

00:01:58,270 --> 00:01:59,920
It's not about trade.

67

00:01:59,920 --> 00:02:01,434
It's about British Columbians'

68

00:02:01,434 --> 00:02:03,078
right to have their voices heard

69

00:02:03,080 --> 00:02:04,260
on this critical issue.

70

00:02:04,520 --> 00:02:06,060
And it's about BC's right to

71

00:02:06,069 --> 00:02:07,975
defend itself against actions

72

00:02:07,975 --> 00:02:09,880
that may threaten our people,

73

00:02:09,880 --> 00:02:12,530
our province and our future.

74

00:02:12,530 --> 00:02:13,030
Thank you.

--
Karl Hardin

Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

Faust, Marnie L GCPE:EX

From: Hardin, Karl GCPE:EX
Sent: Thursday, February 22, 2018 2:39 PM
To: Gibbs, Robb GCPE:EX
Subject: Script

I'm John Horgan, Premier of British Columbia.

I want to speak to you today about our continuing efforts to stand up for the interests of British Columbians – to defend our coast.

To stand up for British Columbians and do all we can to protect our land and waters, our coastal communities, and our local economies.

The people of British Columbia are looking to our government to make sure any spill of diluted bitumen does not threaten our province's future.

Recently, we announced our intention to speak with British Columbians about what safeguards should be in place to protect our environment, our economy and our coast.

This includes consultations on:

- Spill response times
- Geographic response plans
- The loss of public and cultural use of land
- And the application of regulations to marine spills

We will be moving forward in the coming weeks with consultations on these four points.

I want to address the fifth area of consultation... regarding the restriction of additional bitumen flows pending further scientific study on spill response.

This point has generated disproportionate and unlawful reactions from the government of Alberta.

Actions that threaten an entire industry and the livelihoods of people who depend on it.

We have taken steps to protect our wine industry from the unwarranted trade action by the Government of Alberta.

Your government has challenged the Alberta trade restrictions through the Canadian Free Trade Agreement process.

We believe it is our right to take appropriate measures to protect our environment, economy and our coast from the drastic consequence of a diluted bitumen spill.

And we are prepared to confirm that right in the courts.

Today, I'm announcing that we are preparing to refer this constitutional question to the courts... and that we are retaining expert legal counsel to ready that reference.

The outcome of that reference will be used to inform any next steps to defend BC's interests.

It's not about politics. It's not about trade.

It's about British Columbians' right to have their voices heard on this critical issue...

And it's about B.C.'s right to defend itself against actions that may threaten our people, our province and our future.

Thank you

--

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: (778) 584 1251

Page 142 to/à Page 147

Withheld pursuant to/removed as

s.14;s.16;s.13

B.C. government moves forward on action to protect coast

VICTORIA – The provincial government will be moving forward with consultation around four bitumen spill safeguards while referring to the courts the outstanding issue around B.C.'s right to restrict additional bitumen flows and protect B.C.'s coast, Premier John Horgan announced today.

"We believe it is our right to take appropriate measures to protect our environment, economy and our coast from the drastic consequence of a diluted bitumen spill," said Horgan. "And we are prepared to confirm that right in the courts."

Horgan says his government will be retaining expert legal counsel to ready a reference to the courts, adding that it may take several weeks to bring the reference forward. This reference will seek to reinforce B.C.'s constitutional rights to defend against the risks of a bitumen spill.

Horgan says this safeguard has generated disproportionate and unlawful reactions from the Alberta government, specifically their decision to ban the import of wines from British Columbia.

"The actions by the Alberta government threaten an entire industry and the livelihoods of people who depend on it," said Horgan. "We have taken steps to protect our wine industry from the unwarranted trade action by the Government of Alberta."

"It's not about politics. It's not about trade. It's about British Columbians' right to have their voices heard on this critical issue," said Horgan. "And it's about B.C.'s right to defend itself against actions that may threaten our people, our province and our future."

The premier adds that consultations will begin soon on the remaining four safeguards announced in January by Environment and Climate Change Minister George Heyman. These safeguards include:

- Spill response time
- Geographic response plans
- Compensation for loss of public and cultural use of land
- Application of regulations to marine spills

-30-

Contact:

Jen Holmwood

Etc

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Thursday, February 22, 2018 2:02 PM
To: Smith, George AG:EX
Subject: does this do it
Attachments: NR-Premier-ProtectingTheCoast-V4.docx

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Thursday, February 22, 2018 1:45 PM
To: Kerr, Grant GCPE:EX
Subject: news release
Attachments: NR-Premier-ProtectingTheCoast-V3.docx

Here ya go.

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

B.C. government moves forward on action to protect coast

VICTORIA – The provincial government will be moving forward with consultation around four bitumen spill safeguards while referring to the courts the outstanding issue around B.C.'s right to restrict additional bitumen flows and protect B.C.'s coast, Premier John Horgan announced today.

"We believe it is our right to take appropriate measures to protect our environment, economy and our coast from the drastic consequence of a diluted bitumen spill," said Horgan. "And we are prepared to confirm that right in the courts."

Horgan says his government has retained expert legal counsel to ready the reference to the courts, adding that it may take several weeks to bring the reference forward. It will centre around B.C.'s position that it has the right to restrict additional bitumen flows pending further scientific study on oil spill response.

Horgan says this safeguard has generated disproportionate and unlawful reactions from the Alberta government, specifically their decision to ban the import of wines from British Columbia.

"The actions by the Alberta government threaten an entire industry and the livelihoods of people who depend on it," said Horgan. "We have taken steps to protect our wine industry from the unwarranted trade action by the Government of Alberta."

"It's not about politics. It's not about trade. It's about British Columbians' right to have their voices heard on this critical issue," said Horgan. "And it's about B.C.'s right to defend itself against actions that may threaten our people, our province and our future."

The premier adds that consultations will begin soon on the remaining four safeguards announced in January by Environment and Climate Change Minister George Heyman. These safeguards include:

- Spill response time
- Geographic response plans
- Compensation for loss of public and cultural use of land
- Application of regulations to marine spills

-30-

Contact:

Jen Holmwood

Etc

Page 152 to/à Page 157

Withheld pursuant to/removed as

s.14;s.16;s.13

Faust, Marnie L GCPE:EX

From: McGregor, Cara GCPE:EX
Sent: Thursday, February 22, 2018 1:06 PM
To: Gibbs, Robb GCPE:EX
Cc: Aaron, Sage PREM:EX
Subject: RE: news release draft for today's announcement
Attachments: 20180222 SN Digital Script_finaldraft.docx

Hi Robb,

There were some tweaks to a couple lines in the script, which you have included in the NR but have since changed.

The final draft of the script is attached to this message. Copying Sage in case she has anything more recent.

Cara

- I'm John Horgan, Premier of British Columbia.
- I want to speak to you today about our continued efforts to stand up for the interests of British Columbians – to stand up for our coast.
- To stand up for British Columbians and do all we can to protect our land and waters, our coastal communities, and our local economies.

- The people of British Columbia are looking to our government to make sure any spill of diluted bitumen does not threaten our province's future.
- Recently, we announced our intention to speak with British Columbians about what safeguards should be in place to protect our environment, our economy and our coast.
- This includes consultations on:
 - Spill response times
 - Geographic response plans

- Compensation for loss of public and cultural use of land
- And application of regulations to marine spills
- We will be moving forward in the coming weeks with consultations on these four points.
- Today, I want to address the fifth area of consultation... regarding the restriction of additional bitumen flows pending further scientific study on spill response.

- This point has generated disproportionate and unlawful reactions from the Alberta government
- Actions that threaten an entire industry and the livelihoods of people who depend on it.
- We have taken steps to protect our wine industry from the unwarranted trade action by the Government of Alberta.

- Your government has challenged the Alberta trade restrictions through the Canadian Free Trade Agreement process
- We believe it is our right to take appropriate measures to protect our environment, economy and our coast from the drastic consequence of a diluted bitumen spill.
- And we are prepared to confirm that right in the courts.

- Today, I'm announcing that we are preparing to refer this constitutional question to the courts... and that we are retaining expert legal counsel to ready that reference.
- The outcome of that reference will be used to inform any next steps to defend BC's interests
- It's not about politics. It's not about trade.
- It's about British Columbians' right to have their voices heard on this critical issue...

- And it's about B.C.'s right to defend itself against actions that may threaten our people, our province and our future.

- Thank you

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Thursday, February 22, 2018 10:04 AM
To: Lloyd, Evan GCPE:EX; Aaron, Sage PREM:EX; McGregor, Cara GCPE:EX; Meggs, Geoff PREM:EX
Subject: Final for today's events
Attachments: 20180222 SN News Conference_FINAL.docx

Pending a final proofing, this is it.

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

- I'm here today to speak to our continued efforts to stand up for the interests of British Columbians – to stand up for our coast – Canada's Pacific coast.
- To stand up for the rights of British Columbians by doing all we can to protect our land and waters, our coastal communities, and our local economies.

- The people of British Columbia are looking to our government to make sure any spill of diluted bitumen flow does not threaten our province's future.
- To that end, we recently announced our intention to speak with British Columbians about the safeguards they're demanding.
- This included consultations on:
 - Spill response times
 - Geographic response plans

- Compensation for loss of public and cultural use of land
- And application of regulations to marine spills
- We will be moving forward in the coming weeks with consultations on these four points.
- We're here today to address the fifth area of consultation... regarding the restriction of additional bitumen flows pending further scientific study on spill response.

- This point has generated disproportionate and unlawful reactions from the Alberta government...
- Actions that threaten an entire industry and the livelihoods of people who've spent a lifetime in the work they love
- We have taken the steps necessary to protect our wine industry from the resulting unwarranted trade action by the Alberta government.

- Most recently by challenging their trade restrictions through the Canadian Free Trade Agreement process
- We believe it is our right to take appropriate measures to protect our coast from the drastic consequence of a diluted bitumen spill.
- And we are prepared to confirm that right in the courts.
- So, today, I'm announcing that we are preparing to refer this constitutional

question to the courts... and that we are retaining expert legal counsel to ready that reference.

- The outcome of that reference will be used to inform any next steps to defend BC's interests
- It is our belief that this critical issue rightly is one of the rule of law.
- It's not about politics. It's not about trade.

- It's about British Columbians' right to have their voices heard on this critical issue...
- And it's about B.C.'s right to defend itself against the risks stemming from any action that may threaten our people, our province and our future.

- We are gathered on the territory of the Songhees and Esquimalt First Nations
- I'm here today to speak to our continued efforts to stand up for the interests of British Columbians – to stand up for our coast.
- More specifically, our government has a responsibility to ensure that the best possible protections are in place to protect our coastal environment and the tens of thousands of jobs that rely upon it.
- In October of last year we approved regulations to establish a new standard of preparedness, response and recovery necessary to protect B.C.'s environment.

- With some exceptions for B.C. oil and gas regulated entities – those phase one regulations apply to pipelines transporting any quantity of liquid petroleum products, and rail and trucking operations transporting more than 10,000 litres of liquid petroleum products.
- More recently we announced our intention to consult with British Columbians concerning a second phase of regulations – to assist us in developing a more robust spill response framework.
- These include consultations on:
 - Spill response times
 - Geographic response plans
 - Compensation for loss of public and cultural use of land

- And application of regulations to marine spills
- A fifth area of consultation... regarding the restriction of additional bitumen flows pending further scientific study ... has triggered claims by Alberta and Ottawa that such consultation exceeds provincial jurisdiction.
- Our neighbours have voiced their displeasure by taking unfair and unlawful trade measures against B.C.'s wine producers.
- Consequently, in recent days we've taken steps to protect our wine industry, including a challenge to Alberta's trade restrictions through the Canadian Free Trade Agreement process.

- We will not be bullied or coerced into giving up our right to consult with British Columbians on appropriate measures to protect our coast – Canada's Pacific coast – from a potentially catastrophic oil spill.
- We will – in the days ahead – proceed to consult with British Columbians on the four elements of our intentions paper as outlined on January 30.
- The Province of British Columbia will retain expert legal counsel to refer to the courts the constitutional questions raised by this matter.

s.13



- We are confident in our rights to regulate and to protect the environment in the interests of British Columbians.
- Indeed, we have a responsibility and a right to protect our province against any potential environmental impacts, and this is precisely what we are consulting with British Columbians about.

Faust, Marnie L GCPE:EX

From: Evan Lloyd s.22
Sent: Wednesday, February 21, 2018 10:57 PM
To: Gibbs, Robb GCPE:EX
Cc: Lloyd, Evan GCPE:EX
Subject: redraft
Attachments: Redraft2.doc

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Wednesday, February 21, 2018 10:31 PM
To: Lloyd, Evan GCPE:EX
Subject: draft 6
Attachments: 20180222 SN News Conference_draft6.docx

Here you go.

R

- We are gathered on the territory of the Songhees and Esquimalt First Nations
- I'm here today to speak to our continued efforts to stand up for the future of our province... to stand up for our coast...
- To stand up for the rights of British Columbians by doing all we can to protect our land and waters, our coastal communities, and our local economies.
- The people of British Columbia are looking to our government to make sure any expansion of diluted bitumen flow does not threaten our province's future.
- To that end, we recently announced a series of actions that asserted our right to

speaking with British Columbians about the safeguards they're demanding.

- This included consultations on:
 - Spill response times
 - Geographic response plans
 - Compensation for loss of public and cultural use of land
 - And application of regulations to marine spills
- We will be moving forward in the coming weeks with consultations on these four points.
- We're here today to address the fifth area of consultation... regarding the restriction of additional bitumen flows pending further study on spill response.

- This point has generated disproportionate and illegal reactions from the Alberta government
- Actions that threaten an entire industry and the livelihoods of people who've spent a lifetime in the work they love
- We have taken the steps necessary to protect our wine industry from the resulting unwarranted trade action by the Alberta government...
- Most recently by challenging their trade restrictions through the Canadian Free Trade Agreement process
- We believe it is our right to consult with British Columbians on all appropriate measures to protect our coast from the drastic consequence of a diluted bitumen spill.

- And we are prepared to test our beliefs in the courts.
- So, today, I'm announcing that we are preparing to refer this fundamental constitutional question to the courts... and that we are retaining expert legal counsel to ready that reference.

s.13

- It is our belief that this critical issue rightly is one of the rule of law.
- It's not about politics. It's not about trade.
- It's about British Columbians' rights to have their voices heard on this critical issue...

- And it's about B.C.'s right to defend itself against the risks stemming from any action that may threaten our people, our province and our future.

Page 186 to/à Page 191

Withheld pursuant to/removed as

s.14;s.16;s.13

Page 192

Withheld pursuant to/removed as

s.14;s.13

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Wednesday, February 21, 2018 4:29 PM
To: Lloyd, Evan GCPE:EX
Subject: redo of speaking notes
Attachments: 20180222 SN News Conference_draft3.docx

Page 194 to/à Page 202

Withheld pursuant to/removed as

s.14;s.16;s.13

Page 203

Withheld pursuant to/removed as

s.14;s.13

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Wednesday, February 21, 2018 10:20 AM
To: Van Meer-Mass, Kate PREM:EX
Subject: RE: couple of things

Uh oh. Just to confirm, do you have the premier for the 2:00-ish media event re Kinder Wine? That's the more critical thing. We were hoping to get the video out shortly after but we can go with earned media initially. Would Friday work better? Pretty sure he's gonna be pretty tired by 5:30.

Tks,

Robb

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: Van Meer-Mass, Kate PREM:EX
Sent: Wednesday, February 21, 2018 10:11 AM
To: Gibbs, Robb GCPE:EX
Subject: RE: couple of things

Hi Robb,

Yay for cabinet!

Joleen, Sage and I sat down about the Canucks event on Monday to discuss. I've cut and pasted what we agreed on below. I haven't heard about the video or the players meet and greet but I don't see that being a problem. I'll double check with PJH.

One question for you. I've heard that we still want to record a video with PJH tomorrow. Amber is working hard to find a time but as you can imagine it's tough. Right now we have it at 5:30.

s.13

In arena only media – Intermission (YES)

Premier does in game interview

This will be an interview with one of the Canucks game hosts, broadcast live in-arena. We can work with the Canucks on locations, it will be somewhere in the arena, could see if we can set up a spot in front of the campaign ads.

We can script the questions ahead of time.

Options (OPTION 2 CHOSEN)

1. *this can be one on one, or Premier and Minister*
2. *Panel – we could set this up as a panel with Kirk McLean, Premier and Minister all sitting at a table with one of the Canucks game hosts, similar to the hockey panels you'd see on tv talking about the game. I think this would be a really cool setup.*

In arena and broadcast media – intermission (YES TO ALL OF THE BELOW)

Interview on Sportsnet with Dan Murphy (broadcast on TV, not just in arena)

Radio interview with John Shorthouse (he calls the Canucks games)

These would both be kind of cool things to do, have good reach in terms of audience and they're things I think the Premier would enjoy doing.

s.13

From: Gibbs, Robb GCPE:EX
Sent: Wednesday, February 21, 2018 9:54 AM
To: Van Meer-Mass, Kate PREM:EX
Subject: couple of things

Hi Kate,

- Confirming cabinet for the 22nd, in case you haven't heard already.
- Digging into details on the somewhat nebulous "pre-event" on the Canucks day. My understanding is they'd like the premier early for some video thing and also to go to meet the players in the dressing room. I'm sure he'll love the latter but I just want to make sure there's nothing wonky in there. Unless you already know it's okay.

Tks,

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Monday, February 19, 2018 7:59 AM
To: McColl, John-Michael JTT:EX; Mihlar, Fazil JTT:EX; Schollen, Tasha GCPE:EX; Lloyd, Evan GCPE:EX; Kristianson, Eric GCPE:EX
Cc: Aaron, Sage PREM:EX
Subject: JTT wine release
Attachments: NR Province Takes Action to Protect BC Wine Industry_Feb 2018-V2 - RGGedit.docx
Importance: High

Hi folks,

Just cleaned up the lede. Good to go from here.

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

Page 207 to/à Page 208

Withheld pursuant to/removed as

s.16;s.13

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Sunday, February 18, 2018 2:29 PM
To: Hardin, Karl GCPE:EX
Subject: Fw: 20180218_week_ahead_FB_video_DRAFT2.docx
Attachments: 20180218_week_ahead_FB_video_DRAFT2.docx; ATT00001.txt

From: Aaron, Sage PREM:EX
Sent: Saturday, February 17, 2018 4:54 PM
To: Meggs, Geoff PREM:EX; Lloyd, Evan GCPE:EX; Gibbs, Robb GCPE:EX
Subject: 20180218_week_ahead_FB_video_DRAFT2.docx

February 18, 2018

Speaking Notes – Budget and Week Ahead Video

Video goals and arc:

- Communicate our government's budget message to British Columbians
- Reiterate that making life better and more affordable is our main focus
- Express support for BC's wine industry and foreshadow efforts dispute resolution
- Underscore that B.C. will not be bullied into stepping away from our duty to protect our province and our coast

Tone:

- Resolute, calm, determined to stand up for people

Format:

- 2 minutes speaking, straight to camera

Audience:

- Social media audience (Facebook and Twitter)
- Reporters and columnists
- All British Columbians
- Decision-makers in other jurisdictions

SPEAKING NOTES BEGIN NEXT PAGE

Page 211 to/à Page 214

Withheld pursuant to/removed as

s.16;s.13

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Sunday, February 18, 2018 12:39 PM
To: Lloyd, Evan GCPE:EX; Aaron, Sage PREM:EX; Meggs, Geoff PREM:EX; Wright, Don J. PREM:EX
Subject: Timeline for the week
Attachments: Feb 17-23 Timeline.docx

Apologies all. Budget deadlines yesterday. Here is a draft of the timeline as discussed yesterday. Please let me know if I missed things.

Tks,

Robb

Page 216 to/à Page 223

Withheld pursuant to/removed as

s.16;s.13

Faust, Marnie L GCPE:EX

From: Lloyd, Evan GCPE:EX
Sent: Friday, February 16, 2018 6:15 PM
To: Aaron, Sage PREM:EX
Cc: Gibbs, Robb GCPE:EX
Subject: FW: Draft NR re: trade and wine
Attachments: NR Province Takes Action to Protect BC Wine Industry_Feb 2018-V2-EK.docx

For what it's worth here's my quick take:

1. s.13,s.16

2.

3.

Evan

From: Eric Kristianson <Eric.Kristianson@gov.bc.ca>
Date: Friday, February 16, 2018 at 3:03 PM
To: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>, Robb Gibbs <Robb.Gibbs@gov.bc.ca>
Subject: FW: Draft NR re: trade and wine

Evan and Robb,

Here is the draft trade action release...I've made a few changes, but hitting the right tone on this is important. Can you weigh in?

Thanks

E

From: Schollen, Tasha GCPE:EX
Sent: Friday, February 16, 2018 1:55 PM
To: Kristianson, Eric GCPE:EX; Zaharia, Sarah GCPE:EX
Subject: FW: Draft NR re: trade and wine
Importance: High

Hi Eric,
Early draft here... but wanted to get your feedback as early as possible – is this along the lines of what you're envisioning? Approvals referenced below.

Thanks,

T

Tasha Schollen | Communications Director

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

From: Schollen, Tasha GCPE:EX
Sent: Friday, February 16, 2018 1:54 PM
To: Ranjan, Ramesh JTT:EX
Cc: McColl, John-Michael JTT:EX; Schollen, Tasha GCPE:EX; Giles, Alison GCPE:EX
Subject: Draft NR re: trade and wine
Importance: High

Hi,
DRAFT NR for minister which is not yet signed off by the ADM or DM or the Ministry of Agriculture. Providing it to you so that you can give the minister an idea of how we may communicate this. It still needs to go by the PO, also.

T

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

Page 226 to/à Page 227

Withheld pursuant to/removed as

s.16;s.13

Faust, Marnie L GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 4:55 PM
To: Gibbs, Robb GCPE:EX; Lloyd, Evan GCPE:EX
Subject: RE: media request - Buy B.C. Wine campaign

Finance Comm Shop is prepared to respond. Evan said to hold off. And yes I have the costs for the media buy \$31,000 + \$ 6,500 for creative = \$37,500 TOTAL

I chatted with Eric Kristianson earlier today and the line we're using is the estimated costs for the ad was under \$50K. Shall I direct Fin Comm Shop to respond to BM?

From: Gibbs, Robb GCPE:EX
Sent: Tuesday, February 13, 2018 4:25 PM
To: Lloyd, Evan GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: RE: media request - Buy B.C. Wine campaign

I've taken Mackin off this chain.

Kathryn, can you please collect the media buy costs (unless you already have). Creative costs were under \$7,000 so a direct award was fine.

Tks,

Robb

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: Bob Mackin [<mailto:bob@thebreaker.news>]
Sent: Tuesday, February 13, 2018 3:30 PM
To: Lloyd, Evan GCPE:EX
Cc: Gibbs, Robb GCPE:EX
Subject: Fwd: media request - Buy B.C. Wine campaign

RESENDING.

Hello Evan,

What is the budget for the advertising campaign to promote B.C. wine, in reaction to the Alberta ban on B.C. wine imports?

Which companies from the GCPE preferred suppliers' list (RSO ON-008771) were involved in the creation, production and placement of the ads?

Sincerely,

Bob Mackin

Faust, Marnie L GCPE:EX

From: LeSueur, Kathryn GCPE:EX
Sent: Tuesday, February 13, 2018 9:24 AM
To: Gibbs, Robb GCPE:EX; Lloyd, Evan GCPE:EX
Subject: FW: CHAN: Ensor/Notley - BC wine campaign

According to Global TV, the BC Gov't has launched an advertising campaign to promote the industry across Canada. Where did Global get that info?

From: Kelch, Kyla GCPE:EX
Sent: Tuesday, February 13, 2018 9:21 AM
To: LeSueur, Kathryn GCPE:EX
Subject: FW: CHAN: Ensor/Notley - BC wine campaign

From: tno@gov.bc.ca [<mailto:tno@gov.bc.ca>]
Sent: Monday, February 12, 2018 6:22 PM
Subject: CHAN: Ensor/Notley - BC wine campaign

CHAN (Global BC - Vancouver)
Global BC News Hour
12-Feb-2018 18:08

Copyright

Faust, Marnie L GCPE:EX

From: Ryckman, Scott GCPE:EX
Sent: Monday, February 12, 2018 7:56 PM
Subject: TNO Media Overview
Attachments: overview_20180212.pdf

Daily Today's News Online Media Overview

Monday, February 12, 2018

Copyright

Page 231

Withheld pursuant to/removed as

Copyright

Faust, Marnie L GCPE:EX

From: Ryckman, Scott GCPE:EX
Sent: Sunday, February 11, 2018 8:00 PM
Subject: TNO Media Overview
Attachments: overview_20180211.pdf

Daily Today's News Online Media Overview

Sunday, February 11, 2018

Copyright

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Withheld pursuant to/removal as

Copyright

Faust, Marnie L GCPE:EX

From: Lloyd, Evan GCPE:EX
Sent: Friday, February 9, 2018 4:32 PM
To: LeSueur, Kathryn GCPE:EX; Gibbs, Robb GCPE:EX
Cc: Zaharia, Sarah GCPE:EX; Zadravec, Don GCPE:EX
Subject: Re: IN- Trade Ad

I understand Sarah is proposing some additional (wine) content.
Evan

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Friday, February 9, 2018 at 3:43 PM
To: Robb Gibbs <Robb.Gibbs@gov.bc.ca>, "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>
Cc: Sarah Zaharia <Sarah.Zaharia@gov.bc.ca>, Don Zadravec <Don.Zadravec@gov.bc.ca>
Subject: IN- Trade Ad

Please find attached the Issue Note for the 'Toast the Coast' ad.
Please review and provide feedback.
Thanks Kathryn

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

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Friday, February 9, 2018 3:10 PM
To: Lloyd, Evan GCPE:EX; LeSueur, Kathryn GCPE:EX
Subject: FW: #Toastthecoast concept deck
Attachments: SUPPORT BC WINE_CREATIVE_FEB 9.pdf

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: McPhedran, Neil [<mailto:neil.mcphedran@greyvancouver.com>]
Sent: Friday, February 9, 2018 9:27 AM
To: Gibbs, Robb GCPE:EX
Cc: Atchison, Maureen
Subject: #Toastthecoast concept deck

Hi Rob.

Please see attached for our call in 5 min.

Best to get you at 778.584.1242?

Cheers.

NMc

GREY | Famously effective since 1917
Neil McPhedran, General Manager
1200-736 Granville Street
Vancouver, BC V6Z 1G3
t. 604.484.3251 | m. 604.364.3644
@namcphedran
grey.com/canada



2016 D&AD Impact Awards
Black Pencil Winner



2016 North American
Grand Effie Winner

Grey Group Disclaimer

GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT

Support BC Wine Campaign

Robb Gibbs
ADM – Strategic Communications
February 9, 2018



Page 237 to/à Page 243

Withheld pursuant to/removed as

s.13

THANK YOU

GREY

Faust, Marnie L GCPE:EX

From: McPhedran, Neil <neil.mcphedran@greyvancouver.com>
Sent: Friday, February 9, 2018 2:25 PM
To: Gibbs, Robb GCPE:EX
Subject: Re: Final approval

Thanks again for the opportunity, Robb. Although it was a crazy turn around, it was a fun creative challenge. The team quite enjoyed it and I was proud of the ideas they came up with.

We look forward to having a shot at the Cannabis Education project. Although the time I had allotted yesterday afternoon to write my section of the SOPR went a bit sideways (

Anyway, we're having our office #toastthecoast BC Wine celebration in a couple of hours, so I better get writing.

Have a great Family Day weekend.

Neil

On 2018-02-09, 12:08 PM, "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca> wrote:

Hi Neil

Approved to go. Thanks so much!

Robb

Sent from my iPhone

On Feb 9, 2018, at 11:59 AM, McPhedran, Neil
<neil.mcphedran@greyvancouver.com<<mailto:neil.mcphedran@greyvancouver.com>>> wrote:

Hi Robb.

Here's each version for final approval.

We've bumped up the type size. We're thinking it'll be large in the actually full-page at 100%.

Good to go? Any final tweaks?

Thanks.

GREY | Famously effective since 1917
Neil McPhedran, General Manager
1200-736 Granville Street
Vancouver, BC V6Z 1G3
t. 604.484.3251 | m. 604.364.3644
@namcphedran
grey.com/canada<<http://grey.com/canada>>

Faust, Marnie L GCPE:EX

From: McPhedran, Neil <neil.mcphedran@greyvancouver.com>
Sent: Friday, February 9, 2018 1:56 PM
To: Gibbs, Robb GCPE:EX
Subject: #ToastTheCoast estimate
Attachments: 21012610_GREY Estimate_GCPE_ToastTheCoast.pdf

Hi Robb.

Attached, please find attached our estimate for sign off. I've included the social media elements that will be further refined next week.

We can determine a paid social media budget next week as well.

Please sign and fire back my way.

Thanks.

Neil

GREY | Famously effective since 1917
Neil McPhedran, General Manager
1200-736 Granville Street
Vancouver, BC V6Z 1G3
t. 604.484.3251 | m. 604.364.3644
@namcphedran
grey.com/canada



2016 D&AD Impact Awards
Black Pencil Winner



2016 North American
Grand Effie Winner

Grey Group Disclaimer



Version#

1

Job#: 21012610

Project Title: Toast The Coast

Client: Government Communications & Public Engagement (GCPE)

Date: February 8, 2019

Contact: Robb Gibbs

Prepared by: Maureen Atchison

Project Description:

GCPE has asked GREY to develop a newspaper and social media campaign to support the BC Wine industry in light of the Alberta's immediate halt on importing BC Wine.

Deliverables:

- 1) One (1) full page newspaper ad; black & white in five (5) sizes. Publications include: Vancouver Sun, The Province, The Globe & Mail (BC Edition); Prince George Citizen and Victoria Times Colonist.
- 2) One - two (1-2) paid social media variations. Social media channels include: Facebook, Instagram and Twitter - Includes image and copy.

Hard costs are ballpark and may need to be re-estimated based on final creative approved.

Estimated Project Costs:

Agency Fees	Rate	Hours	Original
Concept development	125.00	25.00	\$ 3,125.00
Account & Production Management	125.00	9.00	\$ 1,125.00
Social Media paid plan & execution	125.00	6.00	\$ 750.00
Sub total		40.00	\$ 5,000.00

Studio/Supplier / Third Party Costs	Original
Studio print production	\$ 600.00
Social media ad production	\$ 500.00
Image purchase	\$ 40.00
Sub total	\$ 1,140.00

Project Net Total		\$ 6,140.00
Approved Project Contingency	10%	N/A
Taxes:	GST 5%	\$ 307.00
	PST 7%	
Net Total Including Contingency & Taxes		\$ 6,447.00

Billing Schedule:

- ☒ 100% Percentage of Project total billed upon estimate authorization (applicable to specific short term projects).
- ☐ 80 % Percentage of Project total billed upon estimate authorization, balance billed upon completion.
- ☐ 50% / 40% / 10% Percentage of Project total billed upon estimate authorization. Broadcast
- ☐ Progress billing, as outlined in the project description.
- ☐ Total billing at project completion (applicable to specific short term projects only).

Estimate Notes:

- Estimate approval authorizes Grey to proceed with the above project. Actual costs billed at +/- 10%
- This estimate is valid for 30 days from the date of this document.
- All invoice payments are due Net 30.
- Project work will commence on or after receipt of client signed estimate.
- Changes during production but prior to approval will be subject to additional cost, and will delay the critical path delivery timing.
- Creative product ownership reverts at invoice payment
- Scope revisions may be subject to re-estimation and approval. Round of revisions included #2
- Cancellation Policy: Upon signing client agrees to pay fees and hard costs incurred up to point of cancellation

Signature - ACCOUNT LEAD:

Date:

Signature - client:

Date:

ONCE SIGNED PLEASE EMAIL TO ACCOUNT PERSON (Name): Maureen Atchison

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Friday, February 9, 2018 1:18 PM
To: Lloyd, Evan GCPE:EX; Zaharia, Sarah GCPE:EX; LeSueur, Kathryn GCPE:EX; Beale, William AGRI:EX
Subject: FW: Final approval
Attachments: GCPE_21012610-P Toast the Coast_Nsp_VTC.pdf; GCPE_21012610-P Toast the Coast_Nsp_PGC.pdf; GCPE_21012610-P Toast the Coast_Nsp_G&M.pdf; GCPE_21012610-P Toast the Coast_Nsp_VS.pdf; GCPE_21012610-P Toast the Coast_Nsp_VP[4].pdf

Hi all,

Here are the ads. They're all the same, just different sizes.

Approved by the PO as well.

Tks,

Robb

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: McPhedran, Neil [<mailto:neil.mcphedran@greyvancouver.com>]
Sent: Friday, February 9, 2018 11:59 AM
To: Gibbs, Robb GCPE:EX
Subject: Final approval

Hi Robb.

Here's each version for final approval.

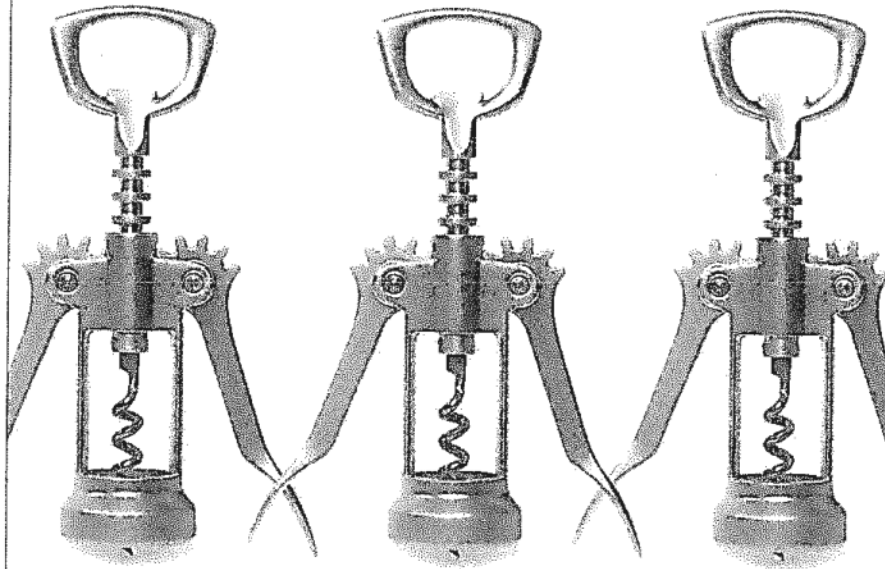
We've bumped up the type size. We're thinking it'll be large in the actually full-page at 100%.

Good to go? Any final tweaks?

Thanks.

GREY | Famously effective since 1917
Neil McPhedran, General Manager
1200-736 Granville Street
Vancouver, BC V6Z 1G3
t. 604.484.3251 | m. 604.364.3644

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_2010_VTC
Actual Date: 10.17.10
Delivery: 10.17.10
Date: February 8, 2010 11:32 AM
Version: 1.0
Publication: Victoria Times Colonist
Copyright: LD

Ad#: GCPE_2010_VTC

Faust, Marnie L GCPE:EX

From: Mario Canseco <mariocanseco@insightswest.com>
Sent: Friday, February 9, 2018 11:54 AM
To: Gibbs, Robb GCPE:EX
Subject: Re: Survey additions
Attachments: Q_InsightsWest_BCGovt_09Feb2017.doc

Hi Robb,

s.13

Sorry about that...

All additions are in this document.

Ready to launch, so let me know if we are good to go.

Thanks!

Mario

From: "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>
Date: Friday, February 9, 2018 at 11:06 AM
To: Mario Canseco <mariocanseco@insightswest.com>
Subject: Survey additions

Hey Mario,

Additions List

s.13,s.16

Tks,

Robb

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

Page 252 to/à Page 257

Withheld pursuant to/removed as

s.16;s.13

Faust, Marnie L GCPE:EX

From: Mario Canseco <mariocanseco@insightswest.com>
Sent: Thursday, February 8, 2018 7:41 PM
To: Gibbs, Robb GCPE:EX
Cc: Lloyd, Evan GCPE:EX
Subject: Re: feedback
Attachments: Q_InsightsWest_BCGovt_08Feb2017_BacktoGCPE.doc

Hi Rob,

Changes accepted. Let me know if you need anything else. We're ready to launch tomorrow.

Mario

From: "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>
Date: Thursday, February 8, 2018 at 6:50 PM
To: Mario Canseco <mariocanseco@insightswest.com>
Cc: "Lloyd, Evan GCPE:EX" <Evan.Lloyd@gov.bc.ca>
Subject: feedback

Hi Mario,

Sorry, was in Budget meetings all afternoon.

This is looking really good. We have some track changes in this doc then ready to go.

Tks,

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

Page 259 to/à Page 262

Withheld pursuant to/removed as

s.16;s.13

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Thursday, February 8, 2018 4:46 PM
To: Lloyd, Evan GCPE:EX
Subject: Fwd: KM
Attachments: Q_InsightsWest_BCGovt_08Feb2017.docx; ATT00001.htm

Hey

I'm still in creative presentation. Can you look at this.

R

Sent from my iPhone

Begin forwarded message:

From: Mario Canseco <mariocanseco@insightswest.com>
Date: February 8, 2018 at 4:38:59 PM PST
To: "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>
Subject: Re: ICBC

Hi Rob,

Here goes. Let me know if it's good to go and we'll start programming...

Mario

From: "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>
Date: Thursday, February 8, 2018 at 1:34 PM
To: Mario Canseco <mariocanseco@insightswest.com>
Subject: RE: ICBC

Hey,

Here's our thoughts based on your thoughts. Do with as you will. This is NOT prescriptive. In other words, change the type of question, change the wording. You guys are the experts. This is just a guide to our thoughts. s.13,s.16
s.13,s.16

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: Mario Canseco [<mailto:mariocanseco@insightswest.com>]
Sent: Thursday, February 8, 2018 11:49 AM
To: Gibbs, Robb GCPE:EX
Cc: Lloyd, Evan GCPE:EX
Subject: Re: ICBC

Wonderful. I'll be ready.

From: "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>
Date: Thursday, February 8, 2018 at 11:48 AM
To: Mario Canseco <mariocanseco@insightswest.com>
Cc: "Lloyd, Evan GCPE:EX" <Evan.Lloyd@gov.bc.ca>
Subject: RE: ICBC

Hi Mario

Good timing. Evan and I are presently working on question ideas so this is very helpful. Will be back to you (relatively) shortly. Evan, see below.

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: Mario Canseco [<mailto:mariocanseco@insightswest.com>]
Sent: Thursday, February 8, 2018 11:47 AM
To: Gibbs, Robb GCPE:EX
Subject: Re: ICBC

Hi Robb,

Great chatting with you yesterday.
Here are some preliminary ideas for the research you need.

s.13,s.16

Anything else I'm missing? We're ready to roll tomorrow morning, once we nail down a questionnaire. Let me know what you think.

Thanks!

mario

From: "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>
Date: Wednesday, February 7, 2018 at 4:58 PM
To: Mario Canseco <mariocanseco@insightswest.com>
Subject: RE: ICBC

Mario,

Need to talk to you urgently. Call cell below.

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: Mario Canseco [<mailto:mariocanseco@insightswest.com>]
Sent: Saturday, January 20, 2018 6:46 AM
To: Gibbs, Robb GCPE:EX
Subject: Re: ICBC

Hi Robb,

Thank you. Of course. We'll be ready.

On another note, I'm sorry we could not provide a quote for the pre-budget research this month^{s.22}
s.22 . By the time the original message was relayed to me, it was too late to submit a quote. But it won't happen again.

Have a great weekend.

Mario

From: "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>
Date: Friday, January 19, 2018 at 6:03 PM
To: Mario Canseco <mariocanseco@insightswest.com>
Subject: ICBC

Hey Mario,

Just asked ICBC to use you folks for some focus group stuff for them. Really hope you're able to take it on.

Tks,

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

Page 267 to/à Page 270

Withheld pursuant to/removed as

s.16;s.13

Faust, Marnie L GCPE:EX

From: Lloyd, Evan GCPE:EX
Sent: Thursday, February 8, 2018 3:50 PM
To: Gibbs, Robb GCPE:EX
Subject: FW: Your friend has shared a seattlepi.com link with you

FYI

From: Joel Connelly <s.22
Date: Thursday, February 8, 2018 at 3:48 PM
To: 's.17
Cc: s.22, s.22, "Lloyd, Gcpe:Ex"
<Evan.Lloyd@gov.bc.ca>
Subject: Your friend has shared a seattlepi.com link with you

Connelly: Stick it to Canadian Big Oil – buy B.C. wines
https://m.seattlepi.com/local/politics/article/Connelly-Show-your-love-for-the-Salish-Sea-buy-12562749.php?utm_campaign=email-mobile&utm_source=CMS%20Sharing%20Button&utm_medium=social

This message was sent via seattlepi.com.

Joel Connelly
Sent from my BlackBerry 10 smartphone

Faust, Marnie L GCPE:EX

From: McPhedran, Neil <neil.mcphedran@greyvancouver.com>
Sent: Thursday, February 8, 2018 2:20 PM
To: Gibbs, Robb GCPE:EX
Subject: Re: #toastthecoast

And per the brand requirements, we'll need to get our hands on any brand guidelines (including typefaces) as well. I'm sure that's a PDF someone in your office can send our way.

Thanks.

From: "McPhedran, Neil" <neil.mcphedran@greyvancouver.com>
Date: Thursday, February 8, 2018 at 2:11 PM
To: "robb.gibbs@gov.bc.ca" <robb.gibbs@gov.bc.ca>
Cc: "Atchison, Maureen" <maureen.atchison@grey.com>, "Ainsworth, Katie" <katie.ainsworth@grey.com>
Subject: #toastthecoast

Hi Robb.

As discussed, following is a summary of what yourself, Evan, and I discussed. This will essentially be our brief to the creative teams (I have 2 on this end already starting), so please course-correct, chime in:

Background:

- Off the back of BC's recent decision to limit the flow of bitumen to the BC coast from Alberta until we've had a chance to better study the potential environment hazard, the Alberta gov't has reacted on Tuesday by announcing the AGLC "will put an immediate halt to the import of BC wine to Alberta. This is one good step to waking BC up to the fact they can't attack our industry without a response from us. This action will harm the BC wine industry & I wish it didn't have to be this way. ...We don't take this lightly." @rachelnotley
- Albertan's are a large buyer of BC wine: in 2017 that roughly amounted to \$70 million paid to BC wineries ... 17.2 million bottles of wine (1.4 million cases)
- Instead of getting into a tit-for-tat trade war, Premier Horgan has responded by refusing to retaliate to the BC wine ban: "It's not the government's intention to respond in any way to the provocation."
- Rather, the gov't will focus on supporting the BC Wine industry and encourage the people of BC (and beyond) to stand up for the industry by buying BC wine and celebrating all that is good about BC's amazing wineries.

Objective:

Primary objective is to get the people of BC raising a glass (or 2) of BC wine in solidarity for the wine industry:

- Choose to buy BC wine in the coming days/weeks/months
- Celebrate your favourite BC winery and share via social media

Target:

- British Columbians 19+
- Other Canadians and beyond
- BC wine industry (and small business) – ie. so they hear our support (and the BC gov't support, in turn)

Key Message:

- BC wine industry needs your support, so choose to drink BC wine
- Share via social media using #toastthecoast

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Thursday, February 8, 2018 2:12 PM
To: Lloyd, Evan GCPE:EX
Subject: FW: #toastthecoast

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: McPhedran, Neil [<mailto:neil.mcphedran@greyvancouver.com>]
Sent: Thursday, February 8, 2018 2:11 PM
To: Gibbs, Robb GCPE:EX
Cc: Atchison, Maureen; Ainsworth, Katie
Subject: #toastthecoast

Hi Robb.

As discussed, following is a summary of what yourself, Evan, and I discussed. This will essentially be our brief to the creative teams (I have 2 on this end already starting), so please course-correct, chime in:

Background:

- Off the back of BC's recent decision to limit the flow of bitumen to the BC coast from Alberta until we've had a chance to better study the potential environment hazard, the Alberta gov't has reacted on Tuesday by announcing the AGLC "will put an immediate halt to the import of BC wine to Alberta. This is one good step to waking BC up to the fact they can't attack our industry without a response from us. This action will harm the BC wine industry & I wish it didn't have to be this way. ...We don't take this lightly." @rachelnotley
- Albertan's are a large buyer of BC wine: in 2017 that roughly amounted to \$70 million paid to BC wineries ... 17.2 million bottles of wine (1.4 million cases)
- Instead of getting into a tit-for-tat trade war, Premier Horgan has responded by refusing to retaliate to the BC wine ban: "It's not the government's intention to respond in any way to the provocation."
- Rather, the gov't will focus on supporting the BC Wine industry and encourage the people of BC (and beyond) to stand up for the industry by buying BC wine and celebrating all that is good about BC's amazing wineries.

Objective:

Primary objective is to get the people of BC raising a glass (or 2) of BC wine in solidarity for the wine industry:

- Choose to buy BC wine in the coming days/weeks/months
- Celebrate your favourite BC winery and share via social media

Target:

- British Columbians 19+
- Other Canadians and beyond
- BC wine industry (and small business) – ie. so they hear our support (and the BC gov't support, in turn)

Key Message:

- BC wine industry needs your support, so choose to drink BC wine
- Share via social media using #toastthecoast
- Go to website: toastthecoast.ca (TBC) to find out more

Tone:

- Celebratory
- Clever/subtle
- Not about a backlash to Kinder Morgan / oil industry / Alberta

Why should they believe us:

- BC wineries are world renowned (one of the best wine regions in the world) ... so it's a great time to celebrate all thing BC Wine
- Alberta consumed upwards of 25% of BC wine, so with this boycott, we need to step up to fill the void
- Opportunity to take advantage of the added fixation on the "war of rosé" to let the rest of Canada and beyond know how great the BC Wine industry is – and to get new brand believers under the tent.

Deliverables:

- Full page black and white ad: Province, Van Sun, Globe, Post, and potentially Seattle Times
- Social media ads:
 - Facebook/Instagram
 - Twitter
 - Organic content to pass along for BC Gov't

Timing:

- Concepts first thing Friday (tomorrow AM) ... 9am?
- Final art files due to publications Friday afternoon (specs & specifics to come)

Need for Rob's Team:

- Required logos ... what BC Gov't or industry brands are to be included – please supply or point us in the right direction?
- Who else (your end) needs to be included idea presentation and sign off first thing tomorrow AM?
- Newspaper publications specs
- Confirm Social media platform suggestions
- GREY can directly buy/build/manage the paid social media, please confirm ... we'll need to discuss a request for Fb Page access (easy and fast)?
- Discuss PO ... we'll do up a quick estimate to follow. Utilize our pre-negotiated rate.

Off to the races.

Thanks for the opportunity!

Neil

GREY | Famously effective since 1917
Neil McPhedran, General Manager
1200-736 Granville Street
Vancouver, BC V6Z 1G3
t. 604.484.3251 | m. 604.364.3644
@namcphedran
grey.com/canada

Faust, Marnie L GCPE:EX

From: Gibbs, Robb GCPE:EX
Sent: Thursday, February 8, 2018 1:35 PM
To: 'Mario Canseco'
Subject: RE: ICBC
Attachments: KM survey.docx

Importance: High

Hey,

Here's our thoughts based on your thoughts. Do with as you will. This is NOT prescriptive. In other words, change the type of question, change the wording. You guys are the experts. This is just a guide to our thoughts s.13.s.16

s.13,s.16

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: Mario Canseco [<mailto:mariocanseco@insightswest.com>]
Sent: Thursday, February 8, 2018 11:49 AM
To: Gibbs, Robb GCPE:EX
Cc: Lloyd, Evan GCPE:EX
Subject: Re: ICBC

Wonderful. I'll be ready.

From: "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>
Date: Thursday, February 8, 2018 at 11:48 AM
To: Mario Canseco <mariocanseco@insightswest.com>
Cc: "Lloyd, Evan GCPE:EX" <Evan.Lloyd@gov.bc.ca>
Subject: RE: ICBC

Hi Mario

Good timing. Evan and I are presently working on question ideas so this is very helpful. Will be back to you (relatively) shortly. Evan, see below.

R

Robb Gibbs

ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: Mario Canseco [<mailto:mariocanseco@insightswest.com>]
Sent: Thursday, February 8, 2018 11:47 AM
To: Gibbs, Robb GCPE:EX
Subject: Re: ICBC

Hi Robb,

Great chatting with you yesterday.
Here are some preliminary ideas for the research you need.

s.13,s.16

Anything else I'm missing? We're ready to roll tomorrow morning, once we nail down a questionnaire.
Let me know what you think.

Thanks!

mario

From: "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>
Date: Wednesday, February 7, 2018 at 4:58 PM
To: Mario Canseco <mariocanseco@insightswest.com>
Subject: RE: ICBC

Mario,

Need to talk to you urgently. Call cell below.

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
P: 1-778-698-7469
C: 1-778-584-1242

From: Mario Canseco [<mailto:mariocanseco@insightswest.com>]
Sent: Saturday, January 20, 2018 6:46 AM
To: Gibbs, Robb GCPE:EX
Subject: Re: ICBC

Hi Robb,

Thank you. Of course. We'll be ready.

On another note, I'm sorry we could not provide a quote for the pre-budget research this month^{s.22}
s.22 By the time the original message was relayed to
me, it was too late to submit a quote. But it won't happen again.

Have a great weekend.

Mario

From: "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>
Date: Friday, January 19, 2018 at 6:03 PM
To: Mario Canseco <mariocanseco@insightswest.com>
Subject: ICBC

Hey Mario,

Just asked ICBC to use you folks for some focus group stuff for them. Really hope you're able to take it on.

Tks,

R

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
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Withheld pursuant to/removed as

s.16;s.13

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}

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

- 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 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.

Communications Contact: Lara Perzoff/ Alison Giles/Tasha Schollen
Program Area Contact: Janna Jesse/ Steve Anderson/ Jamie Hammond

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

250 507-3418

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
Formal CFTA Trade Dispute
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.
- 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.

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.
- They're doing what they feel is necessary to protect their members and industry.

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.
- 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.

5. You're the Minister responsible for job creation in this province. What about the potential 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.

6. 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.

7. 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.

8. 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.

9. 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.

10. 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.

11. 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.

12. 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.

13. 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?

- 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.

14. 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.

15. 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.

16. 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.

17. 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.

18. 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.

19. 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.

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:

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- 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
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 - 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.

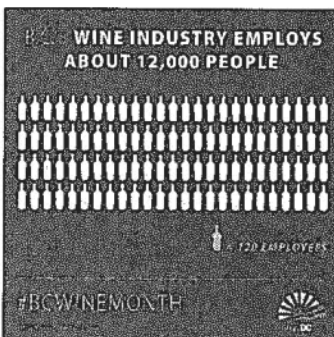
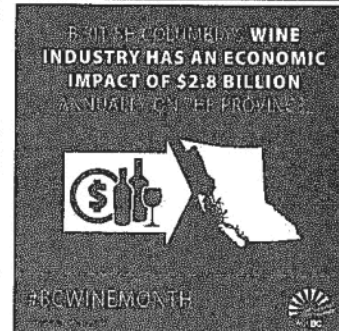
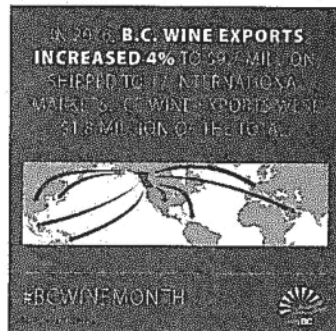
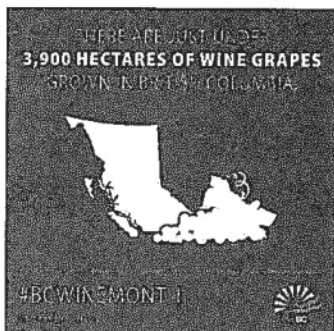
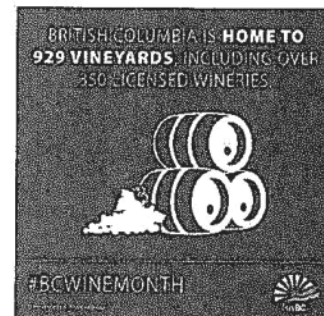
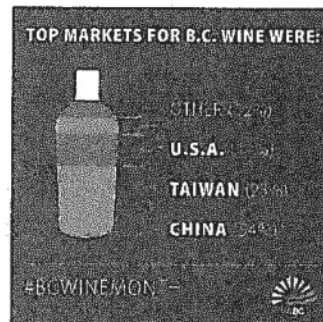
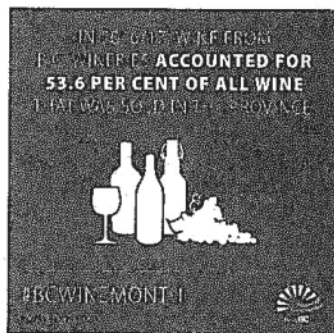
Key Messages:

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.
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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:

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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:

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 - 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.

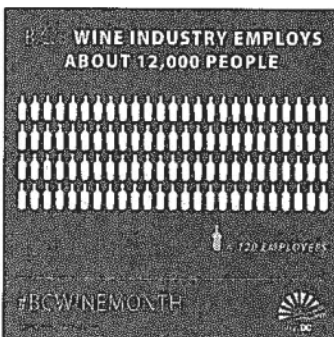
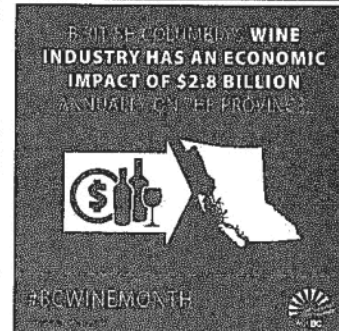
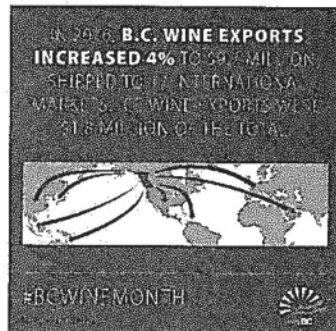
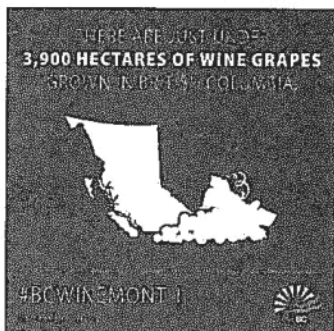
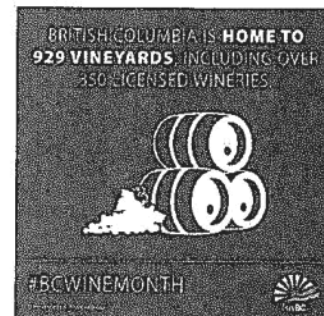
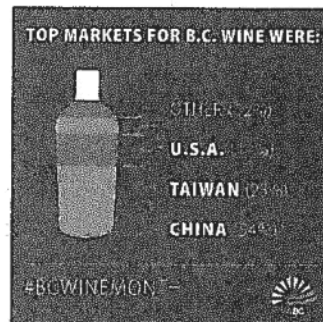
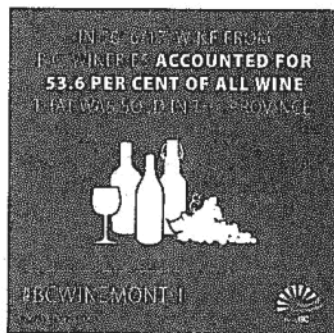
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s.13,s.16

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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

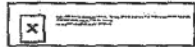
Here's what I have suggested. Let me know if you have other ideas you want incorporated, etc.

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.

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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.

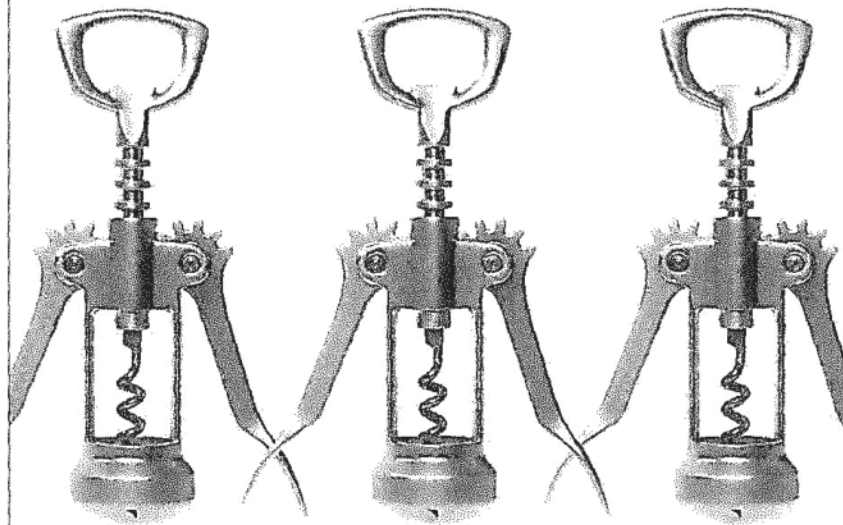
The full page ad appeared in four papers this weekend – the Globe and Mail, Vancouver Sun, Province and Prince George Citizen.

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, H&M, G&M
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
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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

Copyright

Copyright

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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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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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

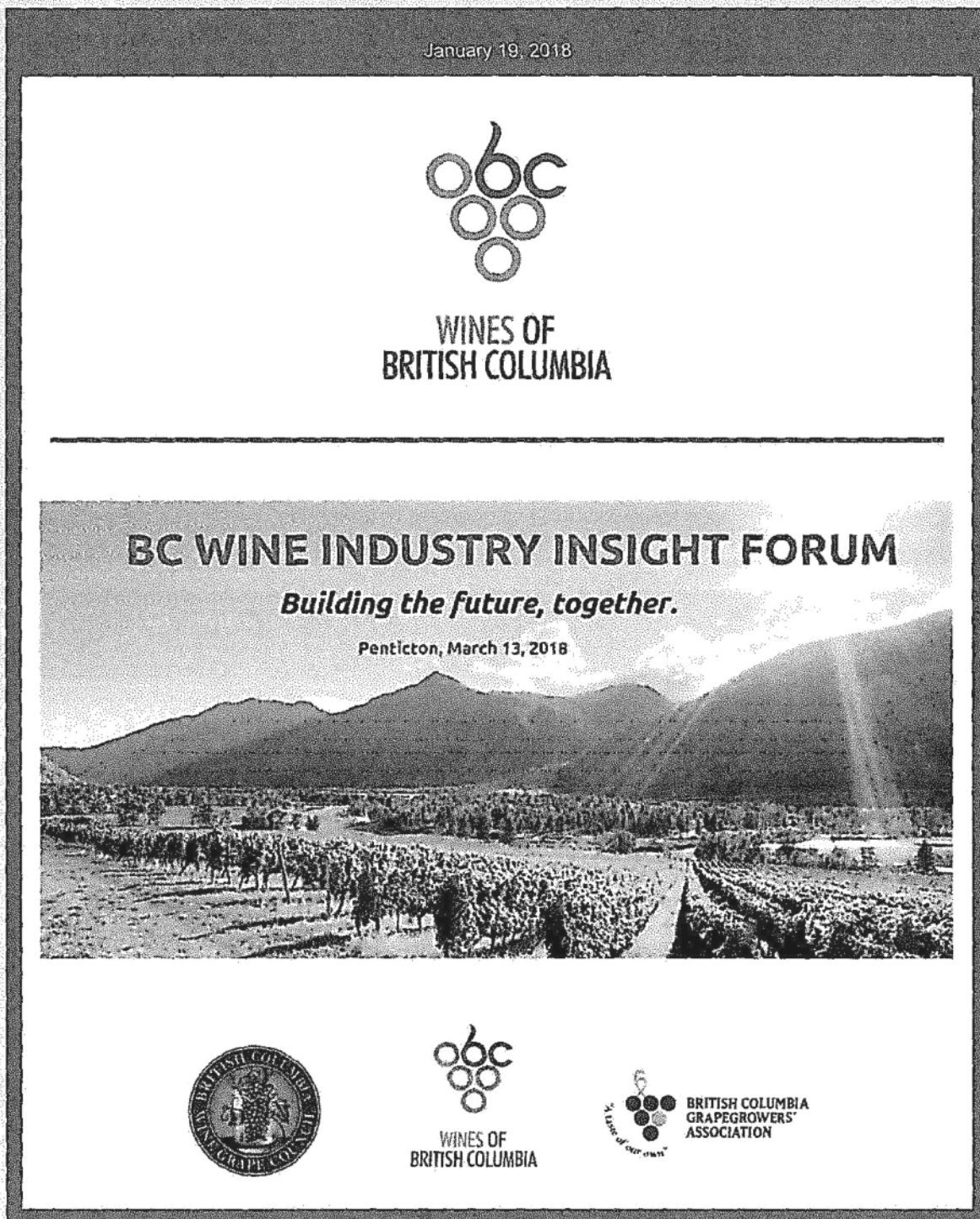
AGRI:EX <Lorie.Hrycuik@gov.bc.ca>; Mack, James AGRI:EX <James.Mack@gov.bc.ca>

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)

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

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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

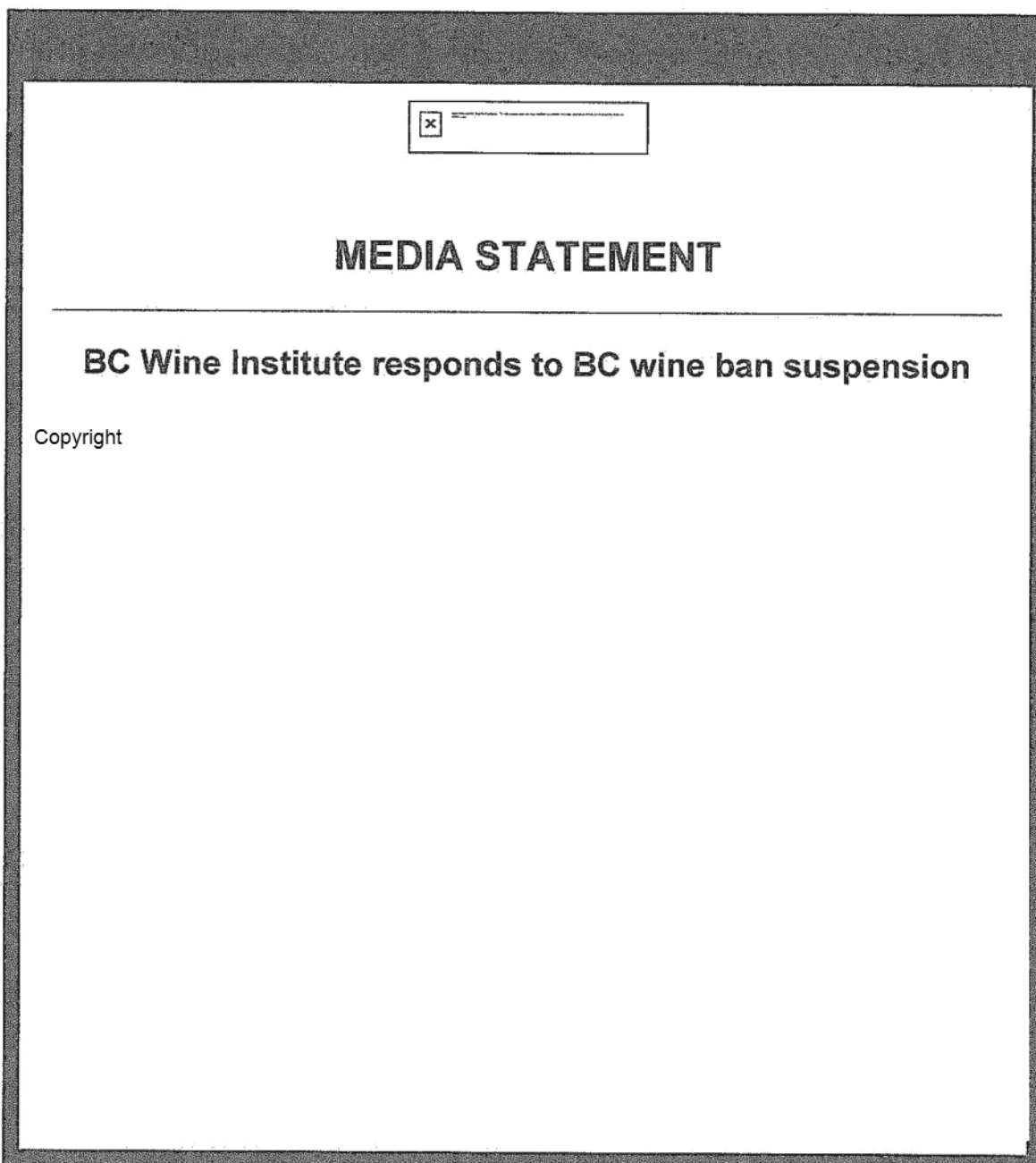
Withheld pursuant to/removed as

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

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Sent by lkittmer@winebc.com in collaboration with



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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...

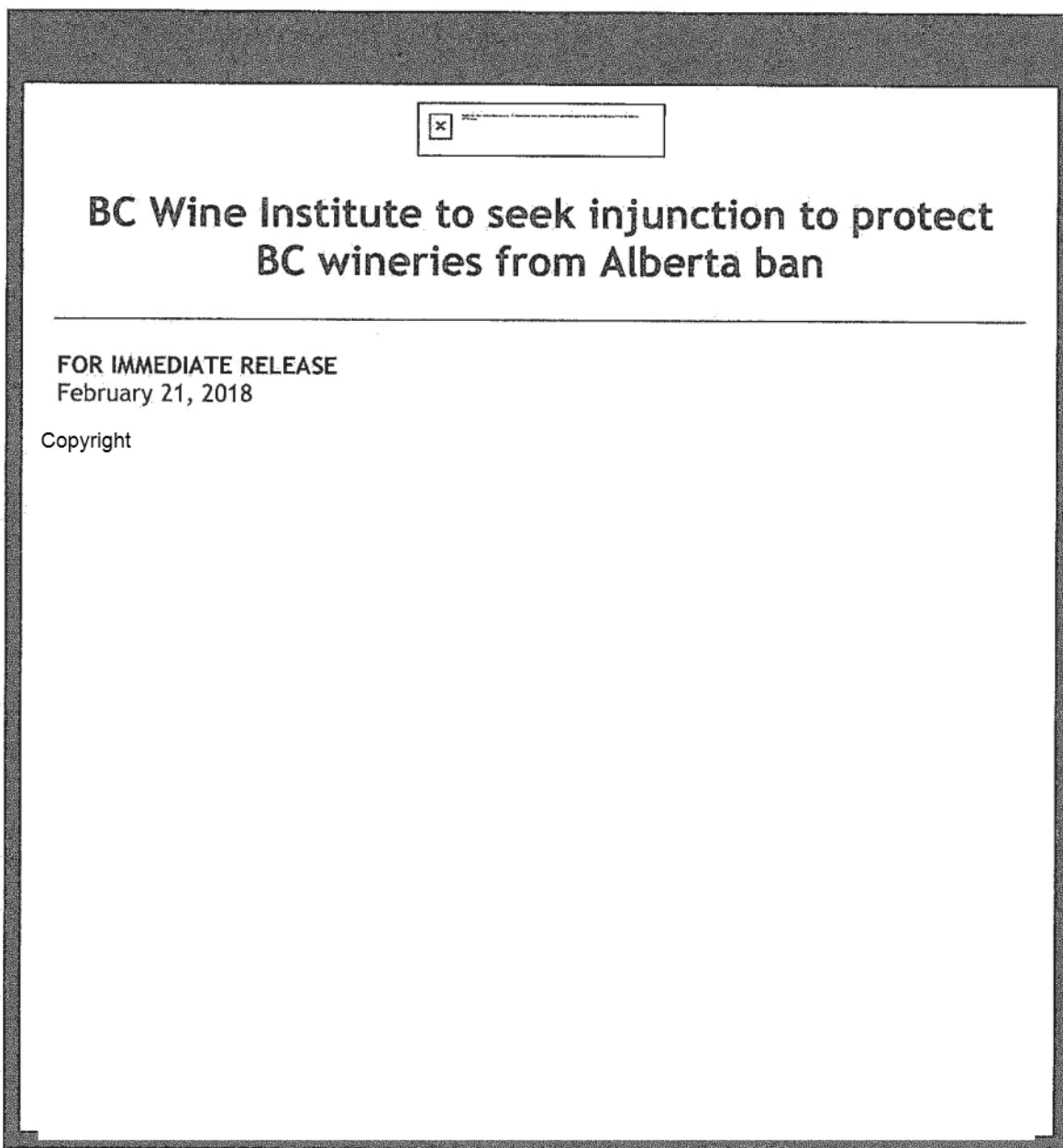
From: Meissner, Dirk [<mailto:Dirk.Meissner@thecanadianpress.com>]
Sent: Wednesday, February 21, 2018 10:50 AM
To: Schollen, Tasha GCPE:EX
Subject: Wine Institute

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

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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>
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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:

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

250 507-3418

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 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

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Learn More:

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Media Contact:

Media Relations

Ministry of Jobs, Trade and Technology

250 507-3418