

From: [McRae, Meghan GCPE:EX](#)
To: [GCPE Editors](#)
Cc: [Croft, Robyn J GCPE:EX](#); [Zaharia, Sarah GCPE:EX](#); [McGregor, Cara GCPE:EX](#)
Subject: AGRI 85047-v5
Date: Wednesday, February 14, 2018 2:56:35 PM
Attachments: [NYCU - April BC Wine Month v.5.docx](#)

Ready for the magic. This is province-wide, was queued for 3 PM, but whatever's available at this point please.

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

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

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

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

- Increased opportunities to have B.C. wines in local BC Liquor Stores, including local wines from small and medium producers that are not typically available outside of the wineries.
- Promotion throughout the month with 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 the marketing of BC VQA wines to new international markets.

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

“We are grateful for the loyalty and support we have received from the consumers across B.C. & 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.
- In 2016, B.C. wine exports increased 4% over the previous year to \$9.7 million shipped to 17 international markets.
- Ice wine exports were \$1.8 million of the total.
- The top markets for B.C. wine were China (54%), Taiwan (23%) and the US (11%)
- These initiatives in support of B.C.'s wine industry will be developed in the context of B.C.'s existing trade obligations.

Learn More:

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

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

Contact:

Dave Townsend

Government Communications and Public Engagement

Ministry of Agriculture

Ph. 250-356-7098

From: [BC News On Demand GCPE:EX](#)
To: [Holmwood, Jen PREM:EX](#)
Subject: BC Gov News - Province supports local wine industry, proclaims April B.C. Wine Month
Date: Wednesday, February 14, 2018 4:06:04 PM

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

Ministry of Agriculture

NEWS YOU CAN USE

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Learn More:

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

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Contact:

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

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From: [Today's News Online GCPE:EX](#)
To: [Ryckman, Scott GCPE:EX](#)
Subject: Chinese Language Media Report AM - Thursday, February 15, 2018
Date: Thursday, February 15, 2018 11:52:43 AM
Attachments: [analysis.gif](#)
[analysis.gif](#)

Today's News Online - Chinese Language Media Report AM

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Thursday, February 15, 2018

Media Analysis



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Province provides funding to expand international market for B.C. wines

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From: [Groves, Joanna LASS:EX](#)
Subject: FW: Province supports local wine industry, proclaims April B.C. Wine Month - BC Gov News
Date: Thursday, February 15, 2018 12:55:27 PM

FYI

Joanna Groves | Research and Communications Officer | Joanna.Groves@leg.bc.ca | P: 250-952-0542 | C: 250-886-5172
New Democrat BC Government Caucus | www.facebook.com/johnhorganbc/

From: Groves, Joanna
Sent: Thursday, February 15, 2018 12:55 PM
Subject: FW: Province supports local wine industry, proclaims April B.C. Wine Month - BC Gov News

In case you missed it, the following release also went out yesterday afternoon.

Contrast language:

- The BC Liberals are standing with Alberta by refusing to condemn the unfair and illegal attack on BC wines.
- Our government is well within our jurisdiction to stand up and defend our economy and our environment. We will continue to work hard to defend the interests of British Columbia, including standing up for our unfairly targeted wine industry.

Joanna Groves | Research and Communications Officer | Joanna.Groves@leg.bc.ca | P: 250-952-0542 | C: 250-886-5172
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BC Liquor Stores: <http://www.bcliquorstores.com/>

Contact:

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

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From: [Beale, William AGRI:EX](#)
To: [Aaron, Sage PREM:EX](#)
Cc: [Holmwood, Jen PREM:EX](#)
Subject: Fwd: update on proposals
Date: Friday, February 9, 2018 8:53:40 AM
Attachments: [Potential options to support BC wine industry.docx](#)
[ATT00001.htm](#)
[Mitigation measures recommended to The Government of BC \(002\).docx](#)
[ATT00002.htm](#)
[Draft BC Wine Support Comms Proposal.docx](#)
[ATT00003.htm](#)

Morning,

We believe we have something we can announce today if need be. Obviously with more time the details of the announcement would improve. There is a draft comms plan attached that we will continue to tighten.

Please let me know what folks are thinking on this as we would need to start securing assets soon.

Cheers,

Will

From: "Beale, William AGRI:EX" <William.Beale@gov.bc.ca>
Date: February 8, 2018 at 10:10:37 PM PST
To: "Oreck, Mira PREM:EX" <Mira.Oreck@gov.bc.ca>
Subject: FW: update on proposals

Mira,

James Mack has a copy of the 5 points from the BCWI and has provided his analysis below. He has also attached his response to the 10 points. Based on his analysis we believe we could craft an announcement around the promotional asks from industry. I have included a very early draft of what that would look like. I will try to solidify some of the announceables in the AM to strengthen it, but there are trade implications, financial costs and LDB restrictions.

I am available anytime in the AM to chat.

Will

From: Mack, James AGRI:EX
Sent: Thursday, February 8, 2018 7:14 PM
To: Shoemaker, Wes AGRI:EX; McRae, Meghan GCPE:EX; Beale, William AGRI:EX; Lalani, Arif AGRI:EX
Cc: Hrycuik, Lorie AGRI:EX; Easton, Joan E AGRI:EX
Subject: update on wine proposals

The first document is with ministries for comment. At a high level it works, but we really need to nail down exactly what Liquor Distribution Branch is able to do in particular.

I also just received a heads-up draft of what the BC Wine Institute intends to send to government (Premier's Office and Ministers Eby, Popham and Ralston with DMs) tomorrow as their 5 priorities (see attached). I'm told they're likely to add a sixth priority on export development in response to some members but they recognize that we have the programs in place already to do this.

I walked through these with Miles (BCWI) and candidly told him that we're likely to support some but not all of them. He's very positive about any quick response from government of support and would like to help out with any government announcements.

We've started the work with other ministries, but based on today's discussions, my sense is:

BCWI recommendation	Comments
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.	Depends on BC's overall strategy on the trade issues. If BC does not want to escalate the issue with Alberta it may not want to support an industry challenge. JTT is looking at whether it is appropriate and whether funding is available to support this.
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:	Government could work with LDB to advance these proposals.

<p><!--[if !supportLists]-->◦ <!--[endif]--> 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.</p> <p><!--[if !supportLists]-->◦ <!--[endif]--> More shelf space for small-lot wines and additional BC wine SKUs not normally featured in BC Liquor Stores.</p> <p><!--[if !supportLists]-->◦ <!--[endif]--> 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.</p> <p><!--[if !supportLists]-->◦ <!--[endif]--> Increase the number of local craft product tastings in BC Liquor Stores.</p> <p><!--[if !supportLists]-->◦ <!--[endif]--> 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.</p>	<p>LDB indicates that providing hospitality pricing (last sub-bullet) would require major system changes and they are currently focused on cannabis issues.</p>
<p>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:</p> <p><!--[if !supportLists]-->◦ <!--[endif]--> 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</p>	<p>Government could work with industry on these activities. They relate to existing programs but a new \$300k investment would need to be found to support enhanced activities.</p>

<p>sommeliers who will promote local BC agri-foods products.</p> <p><!--[if !supportLists]-->◦ <!--[endif]-->Eat Drink Local promotion featuring BC agri-foods products and 100% BC-certified craft alcohol:</p> <p><!--[if !supportLists]--> i. <!--[endif]--> >On-premise partnership with the BCRFA featuring by-the-glass paring courses with recipes, chef demos, how-to tips etc. using a variety of media channels including traditional media, web, social media and video podcasts;</p> <p><!--[if !supportLists]--> ii. <!--[endif]--> >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;</p> <p><!--[if !supportLists]--> iii. <!--[endif]--> >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).</p>	
<p>Activate BC winery dormant licences while normalizing them under industry control and allowing them to sell 100% BC products via the grocery channel. There</p>	<p>Industry and Government do not agree on this issue. It would need to be worked on longer term in the context of</p>

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.	trade challenges
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.	Government can commit to working with industry to implement these recommendations.
<!--[if !supportLists]-->• <!--[endif]-->(Likely to be added in next version) Government support for export development activities	Government can commit to continuing to work on these efforts. Funding already provided for programs through Ministry of Agriculture.

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

Summary of potential measures to support BC wine industry

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

Analysis of “Farm to Bottle” recommendations

Recommendation	Lead	Comments	Proposed Approach
1) Buy local focus for the Government Liquor Stores – This has always been their mandate but they continually do not do this.	LCLB/LDB	s.13,s.16,s.17	
2) BC wine focus month – displays, etc. for the Provincial liquor stores.	LCLB/LDB		
3) Additional tasting for wineries in	LCLB/LDB		

provincial liquor stores this will lead to greater profile for farm to bottle producers	s.13,s.16,s.17
4) Increased the sku listings for BC wineries at Government liquor stores this has been reduced by the BC Liberal government year after year.	LCLB/LDB
5) Allow all wineries to have direct delivery for 100% BC wine in kegs (restaurants are asking for a greater offering and 50% of the wine produced is non-eligible for wine in keg.	LCLB/LDB or AGRI

<p>6) Support agriculture with implementation Sub-appellation task group – the report is on your desk waiting for approval.</p>	<p>AGRI</p>	<p>s.13,s.16,s.17</p>
<p>7) Activate Industry Licenses that are dormant to allow for further points of distribution and greater access to the consumer.</p>	<p>LCLB/LDB</p>	

	s.13,s.16,s.17	
8) Provide wholesale pricing to restaurants for 60 days (allows more consumers to try BC wines).	LCLB/LDB	

	s.13,s.16,s.17
9) Required Reporting –Each winery license should be mandated to report, this will provide clarity to the current state of the BC wine industry (currently we do not know how many acres, cases, or varietals for each winery). In every other wine region in the world this is required reporting to identify comprehensive wine strategy – this will allow for strategic wine government and industry planning. (BCLDB & BC Wine Authority).	LCLB/LDB



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.

MINISTRY EVENT PITCH
COMMUNICATIONS PLAN

MINISTRY OF AGRICULTURE &
ATTORNEY GENERAL/LIQUOR
DISTRIBUTION BRANCH

ITEM: Provincial Support for B.C. Wines

SUMMARY:

Type:	Media Avail-conference line +News Release + winery or BC Liquor Store photo op for media collateral		
Summary:	Minister of Agriculture (potential to include AG on LDB file) would hold a media avail to highlight new action by government to support B.C.'s wine industry in light of Alberta's recent inter-provincial wine import ban. A News Release would be drafted to support the media avail. Minister Popham to do a photo op at a Saanich winery or BC Liquor store earlier in the day to provide media collateral to support the announcement.		
Proposed Date:	02 / 09 / 2018	Venue / Location:	Conference call media avail (legislature)
Minister(s):	Popham Eby	Featuring:	Miles Prodan, BC Wine Institute Saanich winery owner
Validators:	Kelowna winery owners, Saanich winery owners, BC Restaurant and Food Services Association		
Audiences:	British Columbians, agricultural stakeholders, national and provincial media		
Frame (choose one):	Good Jobs		
Message:	<p>Connect: B.C.'s wine industry is made up of family-owned wineries like the Cipes family from Summerhill who hire local British Columbians, providing good, well-paying jobs, encouraging tourism throughout our province, and producing an amazing variety of world class wines. B.C.'s wine sector is an important part of our province's economy.</p> <p>Contrast: The Alberta government's ban on the import of B.C. wine into their province is unfair, and will hurt B.C. farming families like Stella Schmidt and</p>		

	<p>Bruno Kelly in Oliver who contracts are at risk.</p> <p>Solve: We are taking action in support of B.C. wine, by declaring March (or April) B.C. Wine Month, and, in collaboration with the BC Liquor Stores, promoting B.C. wines. We are also renewing our commitment to the BC Wine Institute and its members to move forward with implementation of the sub-appellation task group recommendations.</p> <p>During B.C. Wine Month, the government will roll out further supports for the province's wine sector.</p>
Media Plan:	Provincial call-in media avail w/ media collateral available (photos + potential b-roll video) from a tour of a Saanich winery or BC Liquor Store (media avail-afternoon winery/store tour for collateral products, AM). Social media for government representatives and stakeholders to support.
Potential Issues/ risks/ Challenges:	s.13

From: [Oreck, Mira PREM:EX](#)
To: [Meggs, Geoff PREM:EX](#)
Subject: FW: Mitigation measures recommended to The Government of BC
Date: Tuesday, February 13, 2018 5:28:38 PM
Attachments: [image001.png](#)
[Mitigation measures recommended to The Government of BC.pdf](#)

From: Miles Prodan [mailto:MProdan@winebc.com]
Sent: Tuesday, February 13, 2018 5:12 PM
To: Oreck, Mira PREM:EX
Cc: Vance Campbell
Subject: FW: Mitigation measures recommended to The Government of BC
Quick update to advise

- s.13

-
-

-
-

Miles

From: Traci Deman
Sent: Friday, February 9, 2018 9:33 AM
To: AG.Minister@gov.bc.ca; JTT.Minister@gov.bc.ca; AGR.Minister@gov.bc.ca; Mira.Oreck@gov.bc.ca; Evan.Pivnick@leg.bc.ca
Cc: Fazil.Mihlar@gov.bc.ca; Richard.Fyfe@gov.bc.ca; Wes.Shoemaker@gov.bc.ca; James.Hammond@gov.bc.ca; Arif.Lalani@gov.bc.ca; james.mack@gov.bc.ca; Douglas.S.Scott@gov.bc.ca; Carr, Michelle SBRT:EX <Michelle.Carr@gov.bc.ca>; Miles Prodan <MProdan@winebc.com>; Christa-Lee McWatters Bond <christa-lee@encorevineyards.ca>

Subject: Mitigation measures recommended to The Government of BC
Attorney General Eby, Minister Ralston, Minister Popham
Attached please find BC Wine Institute's recommended mitigation measures related to the recent embargo by the Government of Alberta.
Please contact BCWI President/CEO Miles Prodan at MProdan@WineBC.com (250-762-9744 ext. 101 or 250-863-9379).

Thank you.

Sent on behalf of Miles Prodan by

Traci Deman

Office Manager

TDeman@WineBC.com

phone. 250-762-9744 ext. 105

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

British Columbia Wine Institute

107 - 1726 Dolphin Avenue

Kelowna, B.C. V1Y 9R9

WineBC.org | WineBC.com

Twitter | Facebook | Instagram: @winebcdotcom

phone. 250-762-9744

toll free. 1-800-661-2294

fax. 250-762-9788



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



BC Wine Institute (BCWI)
Mitigation measures recommended to The Government of BC for immediate implementation regarding the Alberta Government Embargo
February 2018

BC WINE INSTITUTE (BCWI) POSITION

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

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

BCWI RECOMMENDATIONS to the PROVINCE of BRITISH COLUMBIA

1. Funding to assist a BCWI-led challenge of the constitutionality of and Canadian Free Trade Agreement compliance of the recent actions taken by the Government of Alberta and the Alberta Gaming and Liquor Commission (AGLC) to prohibit the importation of British Columbia wines.
2. Activate the BC Liquor Distribution Branch, in concert with BC Liquor Stores (BCLS), to immediately implement a Buy BC: Eat Drink Local program that includes:
 - 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.
 - Increased number of local craft product tastings in BC Liquor Stores.
 - Wholesale prices provided to licenced restaurants in support of a Buy BC: Eat Drink Local campaign on a 60-day trial basis to specifically encourage the sale and promotion of BC wine products in hospitality venues.
3. Immediately repatriate back under industry control and activate the six remaining Special Wine Store (SWS) licences to sell 100% BC products via the grocery channel (i.e. BC VQA Wine Stores). Government has already recognized, and activated, the SWS licences as originating from 60 farm distribution licences grandfathered into NAFTA and ratified by CETA.
4. Funding for a province-wide Buy BC: Eat Drink Local campaign to include BC agri-foods products and all certified 100% BC craft alcohol (i.e. grape wine, beer, cider, fruit wines, and (potentially) distilled products) and to bring attention to local BC products by leveraging media, creating unique events, etc.
5. Funding for programming support to increase BC VQA Wine export sales and expansion of international markets focusing on trade shows, food fairs, sales exhibitions and/or participation in events or missions.
6. Expedite implementation of the recommendations made by the BC Wine Appellation Task Force Group to the Ministry of Agriculture. This will serve to show the BC wine industry that Government supports its initiatives and stands by the industry.

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s.13

MINISTRY OF JOBS, TRADE AND TECHNOLOGY

INFORMATION NOTE

Cliff #: 139983

Date: February 16, 2017

PREPARED FOR: Honourable Bruce Ralston, Minister of Jobs, Trade and Technology

ISSUE: Canadian Free Trade Agreement (CFTA) dispute challenging Alberta's measures on the importation of BC wine.

BACKGROUND: On February 6, 2018 Alberta announced measures directing the Alberta Gaming and Liquor Commission (AGLC) to halt its importation of BC wine into that province. BC believes these measures violate numerous provisions of the CFTA and has directed a formal trade dispute against Alberta be launched.

s.13,s.16,s.17

Page 34 to/à Page 35

Withheld pursuant to/removed as

s.16;s.13;s.17

s.13,s.16,s.17

DRAFT

Ref: 139983

Ms. Lorraine Andras
 Director, Trade Policy – Domestic
 Alberta Economic Development and Trade
 Commerce Place, Floor 12
 10155 – 102 Street, N.W.
 Edmonton, AB T5J 4G8
 Email: lorraine.andras@gov.ab.ca

Dear Ms. Andras:

Pursuant to Article 1003 (Consultations) of the *Canadian Free Trade Agreement* (the “CFTA”), I am writing to inform you that the Government of British Columbia is hereby requesting consultations with the Government of Alberta regarding certain measures that act to restrict of the sale of British Columbia wine in Alberta. In British Columbia’s view these measures are inconsistent with Alberta’s obligations under the CFTA.

1. Measures Subject to Consultation

The measures at issue here are the Government of Alberta’s direction to the Alberta Gaming and Liquor Commission (the “AGLC”) to put a halt to the import of British Columbia wine into Alberta and the AGLC’s implementation of that direction (collectively, the “Measures”). In the course of consultations additional non-compliant measures may become apparent and British Columbia reserves the right to add any such additional measures to its complaint.

2. Applicable Provisions of the CFTA

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 will bring them to your immediate attention.

3. Summary of Complaint

British Columbia is of the view that the Measures discriminate against British Columbia wine and restrict its movement across provincial boundaries. In addition, the implementation of the Government of Alberta's direction by the AGLC is not consistent with commercial considerations. The CFTA requires Alberta to extend non-discriminatory treatment to all British Columbia wine and to allow its free movement across provincial boundaries. The CFTA also requires the AGLC to make its purchases of wine solely in accordance with non-discriminatory commercial considerations.

4. Address for Service

Please address all further correspondence relating to this matter to:

Matthew Carnaghan
Senior Manager, Trade Policy and Negotiations
Ministry of Jobs, Trade and Technology
P.O. Box 9835, Stn. Prov. Gov.
Victoria BC V8T 5C3

I look forward to your earliest response to this request in order to commence an open dialogue amongst our two governments and any other Parties to the CFTA that may choose to participate in these consultations.

Sincerely,

Fazil Mihlar
Deputy Minister

cc: Honourable Bruce Ralston, British Columbia Minister of Jobs, Trade and Technology
bruce.ralston@gov.bc.ca

Honourable Lana Popham, British Columbia Minister of Agriculture
lane.popham@gov.bc.ca

Honourable Deron Bilous, Alberta Minister of Economic Development and Trade
edt.ministeroffice@gov.ab.ca

Miles Prodan, President and CEO, BC Wine Institute
mprodan@winebc.com

Patrick Caron, Managing Director, Internal Trade Secretariat
pcaron@ait-aci.ca

Internal Trade Representatives

matthew.carnaghan@gov.bc.ca

stephen.fertuck@canada.ca

tami.reynolds@gov.mb.ca

andrew.hashey@gnb.ca

rsquires@gov.nl.ca

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J.Andrew.MacDonald@novascotia.ca

gmackay@gov.nu.ca

richard.caine@ontario.ca

kbwhitnell@gov.pe.ca

marie-andree.marquis@economie.gouv.qc.ca

arla.cameron@gov.sk.ca

barbara.dunlop@gov.yk.ca

From: [Meggs, Geoff PREM:EX](#)
To: [Lloyd, Evan GCPE:EX](#)
Cc: [Aaron, Sage PREM:EX](#)
Subject: Re: Draft NR re: trade and wine
Date: Friday, February 16, 2018 6:34:10 PM

Let me know the upshot so I can tell Butts and Rotman

Sent from my iPhone

On Feb 16, 2018, at 6:21 PM, Lloyd, Evan GCPE:EX <Evan.Lloyd@gov.bc.ca> wrote:

Sorry Geoff, I should have referenced you on this earlier email to Sage on this matter. I understand that Sage, Tim, and Caeile had some prior discussions re timing – not only on this but our appeal (filed today) of the NEB decision re KM allowing bypass of B'by bylaws re wok at the Burnaby Terminal.

Evan

From: "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>

Date: Friday, February 16, 2018 at 6:14 PM

To: Sage Aaron <Sage.Aaron@gov.bc.ca>

Cc: Robb Gibbs <Robb.Gibbs@gov.bc.ca>

Subject: FW: Draft NR re: trade and wine

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

1. We release the short IB about appealing the NEB decision tomorrow (and when we have confirmation that it has indeed been deposited). ^{s.16,s.17}

s.16,s.17

At least in this context we are being consistent in our use of all the tools and defending the coast.^{s.16,s.17}

s.16,s.17

2.

Rather we wait for that, then respond as appropriate *including* the Wine Package – say later in the week.

3. ^{s.16,s.17}

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 43 to/à Page 44

Withheld pursuant to/removed as

s.13

From: [Meggs, Geoff PREM:EX](#)
To: [Shoemaker, Wes AGRI:EX](#)
Cc: [Mihlar, Fazil JTT:EX](#); [Fyfe, Richard J JAG:EX](#); [Plecas, Bobbi ENV:EX](#); [Yuma Morisho, Okenge PREM:EX](#); [Lloyd, Evan GCPE:EX](#); [Scott, Douglas S AG:EX](#); [Harvey, James JAG:EX](#); [Mack, James AGRI:EX](#); [Carr, Michelle LCLB:EX](#)
Subject: Re: follow up on wine
Date: Saturday, February 10, 2018 9:46:58 AM

Looks good to me

Geoff

Sent from my iPhone

On Feb 9, 2018, at 8:43 PM, Shoemaker, Wes AGRI:EX <Wes.Shoemaker@gov.bc.ca> wrote:

Here's where we landed for tonight.

Wes

W.H. (Wes) Shoemaker, MBA

Deputy Minister

Ministry of Agriculture

5th Floor, 808 Douglas Street

Victoria, BC V8W 9B4

Tel: 250.356.1803 | Cell: 250.516.6892 | Fax: 250.356.7279

E-mail: wes.shoemaker@gov.bc.ca

****Please note:** This email is intended for the addressee(s) only and may contain legally privileged information. Any unauthorized use, disclosure or reproduction is strictly prohibited.**

Sent from my iPhone

Begin forwarded message:

From: "Mack, James AGRI:EX" <James.Mack@gov.bc.ca>
Date: February 9, 2018 at 7:42:22 PM PST
To: "Shoemaker, Wes AGRI:EX" <Wes.Shoemaker@gov.bc.ca>, "Scott, Douglas S AG:EX" <Douglas.S.Scott@gov.bc.ca>
Cc: "Carr, Michelle LCLB:EX" <Michelle.Carr@gov.bc.ca>, "Hrycuik, Lorie AGRI:EX" <Lorie.Hrycuik@gov.bc.ca>
Subject: follow up on wine

Doug Scott pulled LCLB, LDB and AGRI together following the DMs' meeting.

Our recommended approach is to move in partnership with BCWI on several of their proposals:

<!--[if !supportLists]-->1) <!--[endif]-->“activate the BC Liquor Distribution Branch, in concert with BC Liquor Stores (BCLS), to immediately implement a Buy BC: Eat Drink Local program.

<!--[if !supportLists]-->o <!--[endif]-->This would include recommendations to purchase small lot wines, provide shelf space and SKUs, put up store front displays and increased advertising.

<!--[if !supportLists]-->o <!--[endif]-->This could be paired with a proclamation of April as BC Wine Month

<!--[if !supportLists]-->o <!--[endif]-->It would not include the recommendation for providing whole-sale pricing. This may be considered separately through the upcoming Liquor Advisory Panel

<!--[if !supportLists]-->2) <!--[endif]-->” 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.”

<!--[if !supportLists]-->o <!--[endif]-->AGRI has a current project in place for this. It will need to be determined whether additional funds should be provided to scale up efforts.

<!--[if !supportLists]-->3) <!--[endif]-->“Funding for programming support to increase BC VQA Wine export sales and expansion of international markets focusing on trade shows, food fairs, sales exhibitions and/or participation in events or missions.”

<!--[if !supportLists]-->o <!--[endif]-->AGRI has a current project in place for this. It will need to be determined whether additional funds should be provided to scale up efforts.

AGRI will draft a letter for Minister Popham that responds to BCWI’s proposal and circulate to ministries for comment on Tuesday. I spoke with Miles Prodan, BCWI, and he is positive on the proposed approach and understands why BC cannot move on some of the recommendations at this time. There is a strong interest from BCWI in partnering with LDB and AGRI on developing these initiatives. There is also a strong interest in partnering on communications.

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: [Meggs, Geoff PREM:EX](#)
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
Date: Friday, February 16, 2018 6:08:59 PM

Thanks JM - it can go as determined by Sage Aaron and Evan Lloyd. **s.13**
s.13

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**

<139983_IN_CFTA_Wine_Dispute.docx>