

Sandi Horning

From: on behalf of Council Reports
Subject: FW: wine barriers - freemygrapes

From: Weldon LeBlanc [mailto:Weldon@kelownachamber.org]
Sent: December 9, 2010 11:40 AM
To: Weldon
Subject: wine barriers - freemygrapes

Free My Grapes! Wine lovers from across Canada are uniting to remove barriers to shipping wine across Canada. The simple act of bringing a bottle of Canadian wine home from an out-of-province vacation is illegal. We want this law changed. Changing this outdated law (established in the 1920's) will open up new markets for Okanagan wineries.

MP Ron Cannan and I have had meetings in Ottawa with the founder of **freemygrapes.ca**, and they have recognized Ron as a 'hero' on their website for his efforts. Have a look...join us.

The website is www.freemygrapes.ca, and a Facebook page (<http://on.fb.me/fakoPF>) has been set up. It is our hope to make use of social media networks to build stronger support. Below is a message I sent to my Chamber of Commerce colleagues across Canada regarding this grassroots initiative. We are encouraging people to sign up and support the cause. Please feel free to share this with your contacts...and share this with your elected officials.



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“Free my grapes”! A grass roots movement has been started to build support to amend legislation that impedes movement of wine across provincial boundaries, and enable all Canadians to enjoy wine produced in Canada. Join the crusade...and **free my grapes!** Visit www.freemygrapes.ca for more details.

As some of you may recall, in 2008 the Kelowna Chamber co-sponsored a federal policy resolution presented by the St. Catharines – Thorold Chamber of Commerce (Ontario) calling for the removal of these interprovincial trade barriers to the sales of 100% Canadian wine. The resolution was successfully passed at the 2008 Canadian Chamber Annual General meeting.

Yesterday, Ron Cannan (MP Kelowna-Lake Country) tabled a motion to amend legislation to remove these barriers:

“Mr. Speaker, it is time to bring Canada’s wine laws into the 21st century. From coast to coast we can boast of award-winning wineries, many of them in my home province of beautiful British Columbia in the Okanagan Valley.

Unfortunately, the current law makes it illegal for Canadian vintners to ship that wine directly to consumers out of province. I know it is hard to believe. That is why I have tabled Motion No. 601 which supports amending the act. With the help of the Minister of Agriculture, the Minister and MP for Okanagan Coquihalla, and our Conservative Wine Caucus, we are working to find a way to allow for a personal exemption for direct consumer purchasing.

Grassroots support is really ramping up with a writing campaign, and a new website called FreeMyGrapes.ca. I encourage you check out FreeMyGrapes.ca. Let us relax this archaic 1928 interprovincial trade barrier and create a win-win for Canadian wine producers and Canadian consumers. Cheers.”

Thanks to the St. Catharines – Thorold Chamber, the Ontario Chamber, the Canadian Chamber, and our MP's for your continued efforts. And, have a great holiday season everyone!



*Ron Cannan, Member of Parliament
Kelowna-Lake Country*

NEWS RELEASE

November 30th, 2010

OTTAWA - Ron Cannan, Member of Parliament for Kelowna-Lake Country has tabled Motion 601 in the House of Commons which would amend the 1928 *Importation of Intoxicating Liquors Act* to allow Canadian consumers to purchase wine directly from Canadian wineries.

The *Importation of Intoxicating Liquors Act, 1928* prohibits the movement of wine through a provincial territory unless it is first consigned to provincial liquor authorities. The motion would amend the Act to allow for a personal exemption so that out of province consumers could purchase directly from wineries.

"Canada has a robust wine industry and produces some of the best vintages in the world. It is a source of national pride. Yet, Canadians do not have easy access to those products," said Mr. Cannan, Chair of the Conservative Wine Caucus.

"Purchasing practices have changed significantly because of online shopping," said Cannan. "Liquor boards have limited shelf space and have tried to expand choice through private order programs but they are slow and costly," he said.

Mr. Cannan said a number of wineries and associations including the BC Wine Institute, the Canadian Vintners Association and the Canadian Chamber of Commerce are very supportive.

A growing grassroots movement to change the Act has also triggered letter writing campaigns to provincial and federal representatives as well as a web campaign called freemygrapes.ca.

Mr. Cannan has worked closely with his Okanagan Valley neighbor Okanagan Coquihalla MP Stockwell Day and Agriculture and Agri-Food Minister Gerry Ritz to move the issue forward.

"Minister Ritz has been in contact with his provincial counterparts to gauge their interest in finding a solution that reflects the realities of modern day business."

Mr. Cannan noted that the personal exemption would have a positive impact by enhancing consumer accessibility to Canadian wine and improving marketing options and sales to a larger consumer base for Canada's wineries.

"Coming from the Okanagan Valley which is home to a number of fantastic, internationally award winning wineries, the change would have an immediate benefit to our wine and culinary tourism sector. It's the kind of move that would generate jobs and create secondary economic activity," he said.

"Removing this interprovincial trade barrier is a win-win for Canadian wine producers and Canadian consumers," said Cannan.

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For more information: Ron Cannan, MP Kelowna-Lake Country
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Background Information

Wording of the Motion is as follows:

M-601 — November 25, 2010 — Mr. Cannan (Kelowna—Lake Country) — That, in the opinion of the House, the Canadian wine industry, the Canadian tourism industry and Canadian consumers would benefit from an amendment to the Importation of Intoxicating Liquors Act to allow any person to import, send, take or transport Canadian wine into any province or territory directly from a winery, liquor board, liquor commission or similar outlet for the sale of wine located in any other province or territory within Canada for consumption by that person and not for resale, further distribution, sale or for any use other than personal consumption