

Tips for a Successful Advocacy Meeting

Call the MP's office and request a meeting with the MP and if possible invite to hold the meeting at the winery/vineyard.

Open your meeting(s) by thanking the MP for taking the time to meet and discuss wine industry issues.

Introduction:

- Introduce yourself
- Outline where your winery and vineyards are located
- Provide an overview of your business and your strong connection to agriculture
- Explain the value added nature of the business from vineyard to tourism and its linkages to the local community
- Using the Fact Sheets to introduce and talk about the impact of the wine industry in your community

Key Asks:

Discuss the industry issues and key messages:

- Explain in real life terms why the WSSP Program is important to your business, your employees and your contribution to the local economy.
- Explain how the strength of the wine industry is vital to the future prosperity of the regional economy from farming and services to retail and tourism.
- Ask the MP to write the Ministers of Finance and Agriculture and request continued funding of the Wine Sector Support Program

Key Messages:

- Canada's grape wine sector supports a value-chain of businesses that generate nearly \$12 billion in economic impact and over \$1.5 billion in government tax revenue.
- Canadian wine producers face some of the most intense competition from imports in the global market.
- 92% of wines enter Canada import duty free, the highest level of free access of any major wine importing country in the world.
- Import wines comprise 68% of domestic market wine sales in Canada – our premium 100% Canadian wines have a 12% wine sales market share in our own domestic market!
- Wine producers in many EU member states pay low, or no excise duty, and benefit from C\$1.8 billion in annual wine support program payments, providing a major competitive advantage in the Canadian market.
- For example, a 500,000 litre winery in Canada would pay \$C 351,000 in excise duty while the same sized US winery located directly across the border in the US would pay \$C 27,500 in excise tax.

Wine Sector Support Program

- In 2018 the Australian Government filed a WTO challenge over the excise exemption for 100% Canadian wines while imports face annual excise increases.

- In 2020, the federal government sought to resolve the WTO challenge with Australia by repealing the excise exemption on 100% Canadian wines. Wine growers agreed to support this decision based on the federal government's commitment to replace the excise exemption with a permanent, trade legal support program.
- In 2022 the federal government repealed the excise exemption for 100% Canadian wines and introduced the Wine Sector Support Program (WSSP) an initial two year investment of \$166 million in wines produced in Canada from fresh grapes.
- WSSP is similar in design to long-standing wine industry support programs in Europe, the US and Australia, providing the capital-intensive industry support through agricultural production grants.
- A two-year WSSP program falls far short of the federal government's commitment to ensure the industry's long term success.
- Continued WSSP funding is required to provide the same level of investment flexibility that was provided by the excise exemption, maintaining the required cash flow to support investments in vineyard development, grape purchases, capital investment and innovation, domestic promotion and tourism, energy management, labour, transportation and digital tools to increase customer engagement and e-commerce development.

WSSP Trade compliance

- Global Affairs Canada has confirmed that WSSP complies with Canada's international trade obligations, is of very low risk of being a trade risk if continued.

Meeting Closure:

- Provide time for questions, offer information, provide your contact information and follow up as required

Follow Up

- If the MP asks for additional information, please provide as quickly as possible and/or request the WGC to follow up
- At any time, feel free to contact WGC if you have any questions, concerns, or new insights
- Follow up with a note of thanks