

[ENTER NAME & ADDRESS OF RECIPIENT]

[ENTER DATE]

Via e-mail

Dear [NAME], MP [RIDING NAME]

I am writing to you as a constituent and an employee of [ADD COMPANY NAME] to request your support for continued funding of the federal Wine Sector Support Program (WSSP), that is vitally important to our company's continued success.

I am proud to work in Canada's grape wine sector. Our innovative industry is rooted in local agriculture, committed to environmental stewardship, and contributes significantly to the economy through employment, sales and wine country tourism that support businesses throughout the region.

Our company operates efficiently, under very tight margins, to produce the highest quality wines under very challenging conditions. As a Canadian agricultural business with a single annual vintage, we adapt and innovate to deal with the challenges of the Canadian climate, however the challenges imposed by high Canadian taxes and competition from highly-subsidized and lower taxed import wines remains and ongoing challenge.

Governments around the world recognize the economic and cultural importance of their grape wine industries and provide agricultural supports and much lower taxes. In return wine growers support a value-added industry that generates billions of dollars and a positive return on investment for government.

Our region produces exceptional grapes and wines that attract visitors, create jobs and support businesses but we are being crushed by ever-increasing taxes and subsidized import wines that sell below our production cost. With the longstanding excise exemption and now the Wine Sector Support Program we had a fighting chance, but with the final WSSP payment due next month, employees have or are at risk of being laid off and the bold ambition and passion that drives our wineries is being replaced with caution and uncertainty.

According to Wine Growers Canada our industry contributes nearly \$12 billion dollars a year and generates over \$1.5 billion in tax revenue. The Wine Sector Support Program is a smart investment with a positive ROI. As our Member of Parliament, I urge you to fight for your local industry and demand that government announce the continuation of the Wine Sector Support Program before, but no later than the Fall Economic Statement to provide certainty as wineries prepare for next years vintage and banks have the comfort required to secure loans. The alternative is reduced grape demand, lost jobs and winery closures across Canada.

Sincerely