

[DATE]

[NAME] M.P. [RIDING NAME]
[STREET ADDRESS]
[CITY, PROVINCE POSTAL CODE]

Sent via email

Dear MP [NAME]

I am writing to you as a constituent business and employer to request your support in advocating for continued funding of the federal Wine Sector Support Program (WSSP) which expires this year.

[COMPANY NAME] has been in operation in (MUNICIPALITY) since [YEAR]. We produce [IN THIS SECTION DESCRIBE THE BUSINESS, ACREAGE, PRODUCTION VOLUME, VARIETALS, AWARDS, NUMBER OF EMPLOYEES, INVESTMENTS, NUMBER OF TOURISM VISITORS].

Our capital and labour intensive agri-business operates with low margins in Canada's highly competitive wine sales market against highly-subsidized and lower-taxed imports from around the world, of which 92% enter Canada import duty free. Despite our disadvantaged position the longstanding excise duty exemption which was terminated in 2022, provided our winery with the cash-flow to innovate, improve and invest in our growing business.

Imported wines represent a 70% wines sales market share across Canada, making Canadian producers price-takers in our home market. As such, we cannot pass the excise duty to consumers, resulting in lower margins and reduced cash flow for domestic wineries

With the pending loss of the excise exemption resulting from a federal negotiated settlement with Australia, the government recognized the economic impact of the Canadian grape and wine growers, and the importance of the excise exemption to our business success. In response, the government committed to find a trade legal solution to ensure the long term success of Canadian grape growers and winemakers.

In 2022, the federal government announced a two-year Wine Sector Support Program (WSSP) to support wineries adapt to ongoing and emerging challenges. Continuation of the program was on successful implementation and trade compliance, and both have been met.

The problem we now face is that WSSP will issue its final payment next month, and there is significant uncertainty as wineries prepare for next years vintage and banks seek confirmation of WSSP to secure loans.

Continued WSSP is required to make long term decisions and to provide the certainty demanded by lenders and investors.

Our region makes world class wines, attracts wine tourists from around the world, and supports thousands of jobs while contributing billions to the regional and national economies. As our Member of Parliament we need you to advocate for continued WSSP funding to be announced before, but not later than the Fall Economic Statement. Anything less will result in lost investments, jobs and winery closures in this riding and across Canada.

With your support, we can continue to create exceptional wines, and help support of regional economy. I invite you to visit our winery [[vineyard](#)] and learn about the issue first hand.

Sincerely,

[Name]
[COMPANY NAME]