



June 26, 2018

Attention: The Honourable John Horgan  
Legislature Building  
P.O. Box 9041 STN PROV GOVT  
Victoria, B.C. V8W 9E1

Dear Premier Horgan:

**Re: BUSINESS TECHNICAL ADVISORY PANEL (LIQUOR POLICY) REPORT AND RECOMMENDATIONS**

I write on behalf of the British Columbia wine industry in support of the recently announced Business Technical Advisory Panel Recommendations, chaired by Liquor Policy Advisor Mark Hicken.

Not only were the recommendations comprehensive, thorough and represent input from a wide array of industry stakeholders, Recommendation #17 was especially timely given the upcoming Council of the Federation meeting.

Specifically, Recommendation #17 states that “The BC Government should continue its support for initiatives that support the expansion of “direct to consumer” sales such that BC liquor manufacturers, particularly ‘craft’ producers, may sell their products to customers located in other Canadian provinces.” The recommendation notes that following the Comeau decision handed down from the Supreme Court, it appears the best avenue for this will be through interprovincial governmental negotiations.

Accordingly, we request that this item be placed on the agenda for the Council of the Federation meeting July 18 to 20, 2018, in New Brunswick.

Six years have passed since the unanimous passage of federal Bill C-311, An Act to amend the *Importation of Intoxicating Liquors Act* (interprovincial importation of wine for personal use). Today, only three provinces, British Columbia, Manitoba and Nova Scotia, representing 19% of the Canadian population have revised their laws to permit the interprovincial transport of wine for personal consumption. Recent polling (December 2017) clearly shows that 9 of 10 Canadians support the creation of an interprovincial winery-to-consumer direct delivery system across Canada.

April was BC Wine Month and your government showed exceptional support for our industry and our vintners by encouraging British Columbians to discover, share and choose 100 per cent BC wines. I encourage you to share this enthusiasm with your provincial counterparts. Our BC vintners want nothing more than to directly ship BC wines to family, friends and costumers across the country.

As you're aware, the Canada Free Trade Agreement (CFTA) did not include alcoholic beverages. This past year witnessed a historic ruling by the Supreme Court of Canada, the restricted sale of BC wines in Alberta, and an appellate panel decision in the dispute between Artisan Ales Consulting Inc. and the Government of Alberta. The CFTA creation of the Alcoholic Beverages Working Group (ABWG), mandated to enhance trade in alcoholic beverages within Canada, which is an important internal trade topic that must be addressed by the Council of the Federation.

Canadians and British Columbians want access to hard-to-find small production Canadian wines that are not readily available in their home provinces, and I'm hoping you, through the Council of the Federation, can encourage your counterparts to take strong action on breaking down these interprovincial trade barriers to drive growth across Canada.

Sincerely,



Miles Prodan  
President & CEO

cc: Minister Bruce Ralston, Ministry of Jobs, Trade & Technology ([JTT.Minister@gov.bc.ca](mailto:JTT.Minister@gov.bc.ca))  
Minister David Eby, Attorney General ([AG.Minister@gov.bc.ca](mailto:AG.Minister@gov.bc.ca))  
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