



March 12, 2018

Dear Members of the Technical Advisory Panel,

On behalf of the Canadian Vintners Association (CVA) I would like to submit a letter of support for our regional association member, the British Columbia Wine Institute's (BCWI) submission to the Government's Business Technical Advisory Panel on liquor policy issues.

At \$2.8 billion in economic impact, the BC grape and wine industry is a significant driver to the BC economy and a strong contributor to Canada's overall national wine economy, valued at over \$9 billion in economic impact.

The BC wine industry has seen an increase in economic growth of \$760 million since 2011. The industry contributed to the BC economy business revenue of \$1.95 billion, tax revenue of \$312 million and wages of \$512 million, supporting over 12,000 jobs.

The CVA agrees with the high priority provincial issues identified by the BCWI. Nonetheless, it is important to note that while issues such as social responsibility; the risk of health warning labels on beverage alcohol; renegotiation of NAFTA; recent World Trade Organization consultations launched by the US and Australia; interprovincial barriers to wine trade; and our industry's intervenor status in the *R vs. Comeau* at the Supreme Court, to name a few, are all high priorities at the national level.

The BC wine industry has been an essential partner in the CVA's national efforts. As the national association we work hand-in-hand with the BCWI to ensure our policies and regulatory reviews and recommendation to government align at a provincial and federal level.

In regards to social responsibility, BCWI has supported CVA's international efforts in addressing concerns with the World Health Organization discussions on non-communicable disease, as well as domestic discussions with Health Canada, Canadian Association of Liquor Jurisdictions (CALJ) and the Canadian Food Inspection Agency (CFIA), on the need for consumer education as a more appropriate response to addressing the harmful use of alcohol, rather than the introduction of health labels on our products.

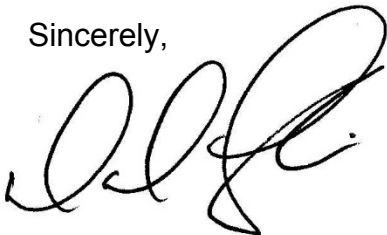
The CVA, like the BCWI, strongly recommend that consultations and industry communication are a vital component on all government policy as it pertains to social responsibility and the consumption of alcohol in moderation.

Our industry plays an active role in preventing excessive consumption and misuse of alcoholic beverages in Canada. In 2005, CVA joined an expert working group co-chaired by Health Canada, the Canadian Centre on Substance Abuse, and the Alberta Alcohol and Drug Abuse Commission to develop the National Alcohol Strategy. The resulting report, *Reducing Alcohol-Related Harm in Canada: Towards a Culture of Moderation – Recommendations for a National Alcohol Strategy (2007)*, sets out 41 recommendations to support the development of a culture of moderate alcohol use and to reduce alcohol-related harm.

As a representative on the National Alcohol Strategy Advisory Committee (NASAC), the CVA has played an important role in funding the development of Canada's first Screening, Brief Intervention and Referral (SBIR) materials for medical practitioners and students. We were also the beverage alcohol representative on the NASAC Knowledge Exchange Committee, which was tasked to develop and complete Canada's first-ever Low Risk Alcohol Drinking Guidelines. Our industry believes that a culture of moderation must be promoted through educational based social responsibility programs versus any kind of alcohol labelling initiatives.

We believe that the BCWI did an excellent job, and fully support their submission to the Technical Advisory Panel on liquor policy issues. I trust that you will take the BCWI perspective into consideration given the critical role the BC wine industry plays in supporting the national industry as a whole.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dan Paszkowski', written in a cursive style.

Dan Paszkowski
President & CEO