

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON MAY 13, 2014
FROM:	CATHY SAUNDERS CITY CLERK
SUBJECT	SALE OF VQA WINE AT ELIGIBLE ONTARIO FARMERS' MARKETS

RECOMMENDATION

That, on the recommendation of the City Clerk, the City Clerk BE ADVISED as to:

- a) whether or not the Municipal Council wishes the City Clerk to advise the Registrar, in writing, of any objection to the sale of VQA wine at eligible Ontario farmers' markets within the City of London; and,
- b) whether or not the Municipal Council wishes to consider placing any restrictions on municipally-run farmers' markets or farmers' markets operating on municipal property.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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None.

BACKGROUND

On April 14, 2014, the City Clerk received a communication dated April 11, 2014, from the Alcohol and Gaming Commission of Ontario (AGCO), advising that Regulation 720 under the Liquor License Act, R.S.O. 1990, Chapter L.19 was being amended to permit the sale of Vintner's Quality Alliance ("VQA") wine at eligible Ontario farmers' markets effective May 1, 2014, as a pilot program. Specifically the amendment is as follows:

"3.2 (1) In this section,

"farmers' market" means a central location at which a group of persons who operate stalls or other food premises meet to sell or offer for sale to consumers products that include, without being restricted to, farm products, baked goods and preserved foods, and at which a substantial number of the persons operating the stalls or other food premises are producers of farm products who are primarily selling or offering for sale their own products;

"production site" means property that is used by a manufacturer primarily for the alcoholic fermentation and production of Ontario wine;

"Vintners Quality Alliance wine" (VQA wine) has the same meaning as in the Vintners Quality Alliance Act, 1999. O. Reg. 98/14, s. 1.

(2) If the holder of a manufacturer's licence manufactures VQA wine and if the Registrar, under clause 3 (1) (e) of the Liquor Control Act, authorizes the manufacturer to sell the wine at an occasional extension of a winery retail store that the manufacturer owns and operates at its production site, where the extension is within a farmers' market, the manufacturer's licence is subject to the following conditions:

- 1. The manufacturer shall comply with any authorization of the Registrar relating to the store.*
- 2. The municipality, if any, in which the farmers' market is located has not advised the Registrar in writing that it objects to the sale.*
- 3. The manufacturer shall provide the Registrar with notice of the location and dates of the intended sales in advance.*
- 4. The manufacturer shall ensure that its VQA wine offered for sale at the farmers' market is transported from the manufacturer's store to the farmers'*

