

<b>TO:</b>	<b>CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON MARCH 24, 2015</b>
<b>FROM:</b>	<b>CATHY SAUNDERS CITY CLERK</b>
<b>SUBJECT</b>	<b>SALE OF VQA WINE AT ELIGIBLE ONTARIO FARMERS' MARKETS</b>

<b>RECOMMENDATION</b>
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That on the recommendation of the City Clerk, this report BE RECEIVED for information.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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Corporate Services Committee Report, May 13, 2014, [Sale of VQA Wine at Eligible Ontario Farmers' Markets](#), prepared by the City Clerk.

<b>BACKGROUND</b>
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Effective May 1, 2014, the Alcohol and Gaming Commission of Ontario (AGCO), began permitting the sale of Vintner's Quality Alliance ("VQA") wine at eligible Ontario farmers' markets as part of a pilot project in accordance with Regulation 720 under the Liquor License Act, R.S.O. 1990, Chapter L.19. Under subsection 2 of Section 3.2(2), a municipality may object to the sale of VQA wine at eligible Ontario farmers' markets within the City of London. The AGCO indicated such objection may be limited to the sale of wine at any or all of the local eligible farmers' markets. Any objection would effectively prohibit the sale of VQA wine at the farmers' market locations objected to by the municipality.

Municipal Council, at its meeting of May 20, 2014 resolved:

*That the following actions be taken with respect to the sale of VQA wine at eligible Ontario farmers' markets within the City of London:*

- a) *NO ACTION BE TAKEN 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;*
- b) *NO ACTION BE TAKEN, at this time, to place any restrictions on municipally-run farmers' markets or farmers' markets operating on municipal property; and*
- c) *the Civic Administration BE REQUESTED to monitor the Province's pilot program for the sale of VQA wine at eligible Ontario farmers' markets and report back to the Corporate Services Committee, in one year's time, with respect to the City of London's experience regarding the pilot program.*

On February 13, 2015, the AGCO advised there were three farmers' markets that participated in the pilot program from May – December 2014 in the city of London: Covent Garden Market, Masonville Mall Farmers' Market and the Western Fair Farmers' and Artisans Market. The AGCO indicates that they have not been advised of any requests for 2015.

Civic Administration requested feedback from operators on the pilot program and the impact it had to their markets in the city of London. We were advised that the program at the Covent Garden Market was well received by vendors and patrons. In total, three different wineries participated in the outdoor market resulting in a positive impact on the market's overall sales. There has been no reporting of security issues related to the program. The Covent Garden Market indicated they will continue to offer wine this summer and for as long as they are permitted to do so by the AGCO. A similar response was received from the Western Fair Farmers' and Artisans Market and Masonville Mall Farmers' Market, indicating that the introduction of VQA wineries to the public was a great initiative. It was noted by both operators that there are some practical limitations to the program, making it difficult for some suppliers to get their wine to the markets given the additional travel, staffing and marketing costs. However,

all markets indicated an enthusiasm with continuing to participate in the pilot program over the next year. A list of farmers' markets allowing VQA wine sales is posted on the AGCO's website and is updated on a weekly basis.

<b>PREPARED BY:</b>	<b>RECOMMENDED BY:</b>
<b>SARAH CORMAN MANAGER LICENSING AND ELECTIONS</b>	<b>CATHY SAUNDERS CITY CLERK</b>