

July 7, 2022



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Honourable Greg Morrow  
Minister of Agriculture  
6th floor (Suite 605), WTCC  
1800 Argyle Street P.O. Box 2223  
Halifax, NS B3J 3C4

Dear Minister Morrow,

On behalf of the Tourism Industry Association of Nova Scotia (TIANS), we are writing in support of the Wine Growers of Nova Scotia (WGNS) regarding the scheduled conclusion of the Emerging Wine Regions Policy (EWRP) program and subsequent need for a new program to support this crucial Industry.

The growth of the wine and agricultural sector has played an important role in the development of the Nova Scotia Tourism Industry over the past two decades. As the sector begins to mature, TIANS believes there is tremendous opportunity to leverage and build on that progress as a draw for visitors. With direct economic impact of the Nova Scotia Wine Industry alone valued at \$245 million, and significant indirect revenues in multiple sectors, there is incredible potential for continued expansion and impact in rural communities.

TIANS respects the process of winding down the existing EWRP, and the need for a solution that will address both the needs of the industry - which is at a critical juncture of development - and adherence to required trade regulations. While the proposed Green Box Solution could drive external capital investment, the loss of existing supports available in the current program would be devastating.

TIANS supports the WGNS suggestion to adopt a hybrid model using best practices from other established wine regions in Canada. The existing frameworks being used could be explored as you develop a Nova Scotia Farm Wine Support Program that, in alignment with the Green Box Solution, supports a competitive and sustainable approach to growth.

Nova Scotia is well situated to become the Wine Capital of Canada, however, getting the EWRP replacement program policy right will be key in stabilizing and advancing the sector, encouraging investment and establishing new operations.

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COVID-19 has provided an opportunity for Nova Scotia to reset how it views and cultivates economic development. From a Tourism perspective, how we manage various opportunities within the sector will be key. Our agricultural, wine and culinary products are all assets that can drive visitation and contribute to a new growth strategy for the visitor economy.

TIANS offers our continued support in any way appropriate, as you work through this important policy issue with the Wine Growers of Nova Scotia and partners, in establishing a program model that will work for Nova Scotia.

Sincerely,

Wes Surrett  
TIANS Chair

Darlene Grant Fiander  
TIANS President

cc Honourable Tim Houston, Premier of Nova Scotia  
Honourable Allan MacMaster, Deputy Premier and Minister of Finance  
Honourable Pat Dunn, Minister of Communities, Culture, Tourism & Heritage  
Wine Growers Association of Nova Scotia  
TIANS Board of Directors