



The Town of The Blue Mountains, Special Meeting of Council Special Meeting of Council

Date: Wednesday, May 14, 2025
Time: 4:28 PM

Moved by: Councillor Ardiel
Seconded by: Deputy Mayor Bordignon

WHEREAS the Town of The Blue Mountains boasts a robust agricultural sector and a thriving agritourism industry, with numerous local cideries contributing significantly to the local economy, employment, and tourism;

AND WHEREAS Ontario's craft cider industry is experiencing substantial growth, with over 60 craft cideries across the province, many of which are situated in rural communities and utilize 100% Ontario-grown apples and are 100% made in Ontario, thereby supporting local agriculture and local economies;

AND WHEREAS under the current provincial tax structure, cider is officially classified and taxed at the same rate as imported wine which results in higher markups and taxes compared to craft beer, despite cider's comparable production processes and market positioning;

AND WHEREAS this tax disparity places Ontario's craft cider producers at a competitive disadvantage compared to craft brewers, despite the fact that Ontario cider utilize 100% Ontario-grown apples and is 100% made in Ontario;

AND WHEREAS the Ontario Craft Cider Association (OCCA) has been actively advocating for a tax structure that levels the playing field between craft cider and craft beer, recognizing the potential for job creation, economic growth, and the promotion of local agriculture;

AND WHEREAS the Town acknowledges and appreciates the Province's investment in marketing and promotional support for the craft cider industry, but maintains that long-term sustainability and competitiveness for Ontario cider producers requires an adjustment to the underlying tax framework;

AND WHEREAS this motion is meant to support, not oppose, initiatives for fair taxation of the Ontario Craft Cider industry the Province of Ontario may be considering.

THEREFORE BE IT RESOLVED THAT the Council of the Town of The Blue Mountains:

1. Supports the efforts of the Ontario Craft Cider Association in advocating for a fair and equitable tax structure for Ontario-made craft cider.
2. Urges the Province of Ontario to review and amend the current tax regulations to align the tax rate of craft cider with that of craft beer, thereby fostering a more balanced and supportive environment for local cider producers.
3. Acknowledges the Province of Ontario's recent investment in marketing initiatives for the cider sector, while calling for complementary reform of the tax and markup structure that continues to disadvantage cider producers relative to other craft alcohol categories;

4. Directs the Mayor to forward this resolution to the Premier of Ontario, the Minister of Finance, the Minister of Agriculture, Food and Rural Affairs, MPP Brian Saunderson, MPP Paul Vickers and MPP Nina Tangri and the County of Grey requesting their consideration and support.
5. Directs the Mayor to forward this resolution to all municipalities in Ontario, encourages other municipalities with vested interests in agriculture and agri-tourism to adopt similar resolutions, amplifying the collective voice advocating for the prosperity of Ontario's craft cider industry.

YES: 5

NO: 0

ABSENT: 2

The motion is Carried

YES: 5

Deputy Mayor Bordignon Councillor Ardiel
Councillor Porter

Councillor Hope

Councillor Maxwell

NO: 0

ABSENT: 2

Mayor Matrosovs

Councillor McKinlay