

DRAFT RESOLUTION FOR PENINSULA TOWNSHIP CONSIDERATION
REGARDING DIRECT SHIPMENT OF WINE AND DIRECT CUSTOMER ACCESS

Whereas:

The grape and wine industry has become established on the Old Mission Peninsula and is contributing to the vitality of the farm economy. These wineries are primarily family owned and exist to provide a valuable market for grapes grown on farms of the Peninsula. These wineries have gained recognition internationally for the unique quality and taste of our Old Mission wines enabling a healthy farm economy and enhanced regional economy and environment through farm preservation. This industry developed and depends on direct customer contact, tourism and superior reputation. Direct access to the customer in winery tasting rooms and direct shipping to customers are critical to their existence.

Whereas:

The ability of these farm based wineries to directly access consumers would be seriously damaged by legislation under consideration in the Michigan House of Representatives and Senate particularly under House Bill 4959 and Senate Bill 600.

Whereas:

The Wineries of the Old Mission Peninsula agree that legislation can be adopted that meets the needs of competition, protection of the public from underage access to alcohol and integrity of tax collection based on the following principles:

1. Direct shipping of wine from wineries to customers is critical and must be maintained.
2. Direct shipping can be maintained for family based wineries without threat to large wholesalers or retailers if limits are placed on amounts of wine allowed for direct shipping to customers.
3. Direct shipping regulations can be established that do not discriminate in any way—all wineries are treated equally regardless of location.
4. Annual limits of cases of wine from any winery to any customer are acceptable.
5. Processes that provide for tracking of shipments to customers that ensure full tax collection and protection against delivery of wine to underage people exist and provide needed integrity.
6. Self-distribution is a key element for small wineries providing placement of their wines in restaurants and local shops.
7. Direct sales in winery tasting rooms is the platform for survival for small wineries and must not be inhibited.

Whereas:

Legislation has been introduced into the Michigan legislative process as Senate Bills 625, 626, 627 and 628 AND House Bills 4987, 4988, 4989 and 4990. This legislation

provides for “Limited Accountable Controllable Direct Shipment” which is vital to the interests of our farms and Township. This legislation has been read into committee but has not reached the floor due to summer recess.

Therefore:

We, The Township Board of Peninsula Township Michigan, resolve to support Senate Bills 625, 626, 627 and 628 AND House Bills 4987, 4988, 4989 and 4990 which are vital to the interests of Peninsula Township and aligned with the Township interest in land and farm preservation.