



ANBL Craft Alcohol Producer Advisory Committee

Terms of Reference

*As of March 2022

Background

New Brunswick's craft alcohol producer sector is currently comprised of 105 active producers making beer, cider, wine and distilled liquor, representing a 4.3% share of revenue within the ANBL retail network. Craft beer represents most of the revenue within that share.

The province is home to the most craft brewers per capita in the country, with one brewer per 10,000 New Brunswickers who are of legal drinking age, more than twice the national average.

The majority (89) of local producers sell product at their own production facilities throughout the province with no ANBL mark ups applied at retail, though tap rooms are subject to all applicable taxes and mark ups as per all Licensees.

ANBL invests significantly in New Brunswick's craft alcohol producer sector. In fiscal 2021 ANBL contributed \$8.76 million to the continued growth and development of this industry through various subsidies and programs.

The craft producer sector has wide-reaching economic and health implications in New Brunswick, worthy of some level of coordination and discussion. The industry touches many sectors of the provincial economy, including tourism, restaurants, agriculture, transportation, and manufacturing, and requires special consideration in the areas of health and social responsibility.

This new advisory committee is an outcome of a series of meetings in 2021 involving senior officials of the Government of New Brunswick, ANBL and the New Brunswick Craft Alcohol Producers Association (NBCAPA). It is intended to be a forum for all members to share information, insights, and best practices to ensure sector-wide sustainability and bring the greatest value to all New Brunswickers.

Purpose

To provide a forum for ANBL to share industry information and gain feedback for consideration from members of the NB craft alcohol producer community, and to potentially include officials of Government of New Brunswick Departments, Agencies and Crown Corporations and industry interest groups by invitation, on topics that can impact the economic viability of the New Brunswick craft alcohol sector, with the following goals:

- To enable parties to work together collaboratively, improving communications to pursue opportunities for category growth.
- Educating all participants on the expectations and impacts of the category on ANBL as a retailer, as well influences and impacts on the industry from a federal, provincial and community level
- Identifying opportunities to grow the economic impact of the craft alcohol sector, while ensuring the interests of all stakeholders are respected, and a sustainable category is developed.
- To ensure barriers to economic growth of the sector are well understood by all parties so that policies and programs are well-informed, and evidence based.

Information may be brought forward and shared by members, or by other participants who attend by committee invitation to present as part of the agenda.

Scope

The NB Craft Alcohol sector's contribution to the New Brunswick economy has significant growth potential; creating local jobs and contributing to the provincial tax base to help pay for critical public services. Part of the Committee's mandate will be to help understand and contextualise this impact. Establishing this committee is intended to focus on the areas of education, communication and collaboration between members. This will provide an opportunity to learn about the needs of stakeholders such as ANBL, the Department of Agriculture, Aquaculture and Fisheries and others. Committee meetings will provide a venue for parties to collaborate on priorities that members agree will advance the sector while respecting their collective and individual interests and strategic priorities.

Meetings will enable stakeholders to provide and exchange relevant information and updates, that could impact the sector.

The Committee is structured as an advisory committee, and as such can make suggestions for ANBL's consideration, but has no formal decision-making authority within ANBL's corporate structure.

Meeting Frequency

Meetings will commence the spring of 2022 and occur quarterly for a minimum of 1 year. The Committee's mandate and terms of reference will be evaluated and confirmed annually.

Meeting Composition

Time Line	Time Committed	Topic
0:00 – 0:15 minutes	15 min	Open, welcome, Safety Share, Agenda review
0:15 – 0:30 min	15 min	Review Terms of Reference (Meeting #1) Review previous meeting Minutes (Meeting 2 – 4)
0:30 – 0:45 min	15 min	Update on previous meeting action items
0:45 – 1:30 min	45 min	Industry update by Category by ANBL
1:30 – 2:30 min	60 min	Invited participant presentations
2:30 – 3:00 min	30 min	Discussion re: Presentation
3:00 – 3:45 min	45 min	Lunch
3:45 – 5:00 min	1 hr 15 min	Discussion topics from Agenda
5:00 – 5:15 min	15 min	Next steps
5:15 – 5:30 min	15 min	Adjourn
Total Time	330 min (5hr 5min)	

Impact / Results

The committee will be results-oriented and will work to identify tangible actions that can be taken by the committee membership and to inform decision-making. Members will take on an advocacy role on behalf of the sector, where appropriate.

Committee Membership

Chair: a member of the ANBL executive team will chair the committee.

Committee Secretary: Patti Douglass - ANBL

Membership will ideally include:

- 3 representatives from ANBL
- 1 NB Macro Brewer
- 1 NB Craft Brewer (7500 – 14999 hectolitre production)
- 1 NB Craft Brewer (500 – 7499 hectolitre production)
- 1 NB Craft Brewer (0-499 hectolitre production)
- 1 NB Craft Distiller
- 1 NB Craft Winery
- 1 NB Craft Cider Producer
- 1 NB Craft Cooler Producer
- President NBCAPA and or Executive Director of NBCAPA

ANBL will have a general call for members and will then determine the membership of the Committee based on applications received, to ensure appropriate representation and diversity of members based on the membership outlined above. Initial Terms shall be for one year.

Participation Compensation

NB Craft Producer Advisory Board members receive:

- Mileage from home location to meeting location
- \$100 per meeting honorarium
- Refreshments and lunch provided