

# **The 7<sup>th</sup> Annual *Alcohol: No Ordinary Commodity* Forum**

## ***Provincial Liquor Boards: Meeting the Best Interest of Canadians***

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# LCBO Plays Vital Role

- MADD Canada supports the LCBO as the best way to market and sell alcohol in Ontario
- The LCBO model balances economic return, consumer satisfaction and minimizing alcohol-related harm



# Research Community Recognizes Important Role of LCBO Model

- Controls density
- Controls hours
- Controls cost of alcohol
- Trained staff
- Refusal program

These factors help reduce alcohol-related harms including impaired driving



# “Should We Be In The Alcohol Business?”

Across North America, governments are asking “Should we be in the alcohol business?”

- Lower government deficits
- Crown assets = quick influx of cash
- Long-term financial implications
- Political support
- Public support

# Possible Considerations

1. Retain status quo
2. Privatization
3. Semi-privatization



# Semi-privatization

Greatest threat in Ontario is semi-privatization:

- Quick influx of cash
- Will be sold as the same current version of the LCBO
- Perceived by the public as the same?
- Highway 407 / New Brunswick Hydro

# What Semi-Privatization of LCBO Means to Ontario

- Loss of balance (public health)
- Profit motive
- Loss of Social Responsibility programs
- Increased density of stores in urban centres
- Longer hours of operation
- Lower cost of alcohol
- Loss of trained staff (rural areas lose corporate stores)
- Eventually, the model will evolve into a fully privatized system

# What We Can Do?

- Become educated on the issue
- Letter-writing to the Minister of Finance and MPPs
- Encourage the public to voice their concerns
- Public health issues need to be considered as part of the decision-making process



**Thank You**

