



Industry Canada Industrie Canada

Office of
Consumer Affairs

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consommation

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March 26, 2007

Mr. Raymond Pierce
Deputy Commissioner
Fair Business Practices Branch
Competition Bureau Canada
Place du Portage 1
50 Victoria Street
Gatineau, Quebec K1A 0C9

Dear Mr. Pierce:

Ray,

Thank you for your letter of March 5, 2007, inviting the Office of Consumer Affairs to provide comments on the proposed "Environmental claims – A guide for industry and advertisers."

We concur with the draft Guide's premise that Canadian consumers are increasingly concerned about the environmental performance of products, and thus increasingly demand environmental information. We are also aware that there is a wide range of descriptors, logos, vignettes and other representations used to describe or imply environmental claims. While these descriptors can be helpful, they can also lead to consumer confusion. As your Guide may improve the quality of the disclosures made to consumers at the source, it will be a welcome tool in the marketplace.

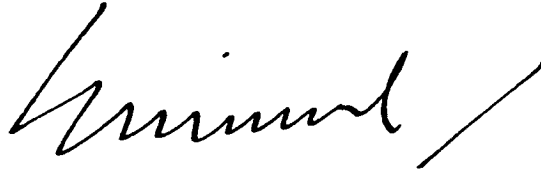
The draft Guide provides useful guidance to industry on how to interpret and apply the ISO 14021 standards. The numerous illustrative examples are likely to be particularly helpful to industry and advertisers in providing meaningful information to consumers as well as in complying with relevant legislation.

Further, the Office of Consumer Affairs would be prepared to support this effort by developing a companion information piece for consumers, drawing on the information and examples in the Guide to help them use the information that businesses provide. This would build on the very successful collaboration between our two organizations on textile care labelling guidance for businesses and consequent information for consumers, and is a logical part of the Office's role in promoting sustainable consumption.

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I look forward to speaking with you on the follow-on work I propose above. I will ask my assistant to arrange a telephone call with you sometime in the next few weeks to discuss.

Yours truly,

A handwritten signature in black ink, appearing to read "Michael Jenkin", with a long, sweeping horizontal stroke extending to the right.

Michael Jenkin
Director General