

November 13, 2009

The Honourable Gerry Ritz, P.C., M.P.  
Minister of Agriculture and Agri-Food Canada  
1341 Baseline Road  
Ottawa, ON K1A 0C5

Dear Minister:

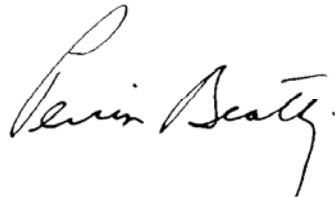
In October, the Canadian Chamber of Commerce concluded its 80<sup>th</sup> Annual General Meeting (AGM) in Victoria. One of the highlights of Chamber's AGM is the Policy Session. It is during the Policy Session that resolutions submitted by local chambers of commerce and boards of trade from across the country are debated and voted on by accredited delegates. Once approved, these resolutions become the policy position of the Canadian Chamber of Commerce for three years. This year, our delegates issued a clear and decisive national policy mandate that we intend to pursue vigorously with the federal government over the coming months.

Beyond those issues we have already brought to your attention, our renewed national policy mandate includes an issue that falls within your portfolio.

**Product of Canada Label:** Without prior consultation, the government has implemented a 98% level of Canadian content for use of the Product of Canada label, which surprised the national food processing industry. We recommend that the government revise this policy and put the number back to 85% for Canadian content required for a food product to be eligible to use the Product of Canada claim on its label.

I have attached a copy of the full resolution passed at our Annual General Meeting for your review.

Sincerely,

A handwritten signature in black ink that reads "Perrin Beatty". The signature is written in a cursive, flowing style.

Perrin Beatty  
President and Chief Executive Officer

Attachments

c.c. John Knuble, Deputy Minister, Agriculture and Agri-Food Canada

Minister  
of Agriculture and  
Agri-Food  
and Minister for the  
Canadian Wheat Board



Ministre  
de l'Agriculture et de  
l'Agroalimentaire  
et ministre de la  
Commission canadienne du blé

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Quote: 140321

Mr. Perrin Beatty  
President and Chief Executive Officer  
The Canadian Chamber of Commerce  
420-360 Albert Street  
Ottawa, Ontario K1R 7X7

Dear Mr. Beatty:

Thank you for your letter and enclosure informing me of the resolution adopted by the Canadian Chamber of Commerce regarding the revised guidelines for using "Product of Canada" and "Made in Canada" claims.

The guidelines for "Product of Canada" and "Made in Canada" claims were revised to reflect consumer and industry expectations about what constitutes a Canadian product. They were announced on July 15, 2008, following consultations with both consumers and industry. Results of the consultations confirmed support for the proposed policy for "Product of Canada" and "Made in Canada" claims. In fact, over 90 per cent of consumers who took part in the on-line consultation agreed with the new guidelines. Since the implementation of the guidelines on December 31, 2008, the Government of Canada has received feedback from industry, producers and consumers through letters and the media.

When a manufacturer chooses to voluntarily adopt the "Product of Canada" claim, all or virtually all the contents of its products must be Canadian. To ensure enforcement of the guidelines and to ensure that all processors are treated equally, the major elements, ingredients, processing and labour used to make the food product must be Canadian. The proportion of non-Canadian content must be negligible or non-existent, with the exception of food additives or spices not normally produced in Canada. This approach is consistent with that adopted by our main trade partners, such as the U.S., Australia and the European Union.

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Canada

In addition to the “Product of Canada” and “Made in Canada” claims, manufacturers of food products always have the option of using other claims on their labels, including “Grown in Canada” or “Made With Quebec Blueberries,” provided they are true and do not mislead consumers. When Canadians see a product bearing the claim “Product of Canada,” they want to be certain that all the ingredients are Canadian. Also, food processors should be proud that, in using the claim “Made in Canada,” they are promoting recognition of the value added by the Canadian processing industry for creating jobs in Canada and supporting the local economy.

The Government has also heard consumers’ desire for additional country-of-origin labelling requirements. Currently, some commodities have specific requirements for origin declarations. For example, country-of-origin labelling is mandatory for certain imported foods such as fresh fish, fresh fruits and vegetables, eggs, meat products, maple products, prepackaged dairy products and certain honey products. There are also specific labelling requirements for prepackaged products that have been wholly produced or manufactured outside of Canada. When such products carry the name and address of a Canadian dealer, the terms “imported by/importé par” or “imported for/importé pour” must precede this address, unless the geographic origin of the product is placed immediately adjacent to the name and address of the Canadian dealer. The product may also bear the name and address of the foreign manufacturer.

I trust that this information will be of assistance to you. Again, thank you for sharing your views on this important subject.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Gerry Ritz', with a stylized flourish at the end.

Gerry Ritz, PC, MP