



*Long-Term Thinking
for Today's Issues*

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Hon. Gerry Ritz
Minister of Agriculture and Agri-food Canada
House of Commons
781 Confederation Building
Ottawa, ON K1A 0A6

Dear Hon. Gerry Ritz:

Re: Country of Origin Labelling and Canadian Labelling Regulations

The Christian Farmers Federation of Ontario (CFFO) would like to thank the federal government for launching the consultation process regarding United States Country of Origin Labelling under the World Trade Organization. The CFFO is concerned with the negative impact that the United States Country of Origin Labelling regulations are having on Ontario's pork and beef producers. Our organization looks forward to providing input in the consultation process.

This issue is further compounded by the unhelpful labelling and advertising standards that are allowed in Canadian supermarkets. American pork and beef products are being sold using the Canada #1 quality logo, including a large maple leaf, giving the impression of that these products are Canadian.

These two factors are creating a situation where Canadian producers are losing the battle for market share, both abroad and within the Canadian market. Further action needs to be taken that ensures that labelling and grading standards within the Canadian market convey accurate and accessible information.

Thank you for your time and consideration on these important matters.

Regards,

Henry Stevens, President
Christian Farmers Federation of Ontario