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AR 25752

April 20, 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:

The Honourable Rob Renner, Minister of Alberta Environment, has forwarded a copy of your letter of March 5, 2007, and the enclosed draft *Environmental Claims: A Guide for Industry and Advertisers*. As Deputy Minister of Alberta Environment, I am pleased to respond.

I have shared the document with appropriate staff within Alberta Environment and we have no specific comments or concerns. The *Guide* appears to provide useful information to industry and advertisers on responsible environmental labeling and declarations.

I appreciate your efforts and wish you all the best in your consultation.

Sincerely,



C. Peter Watson, P.Eng.
Deputy Minister

c.c. Hon. Rob Renner
Minister of Alberta Environment