

Minister of
Environment



Legislative Building
Regina, Saskatchewan S4S 0B3

April 5, 2007

2007-MO-0306

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

Dear Mr. Pierce:

Thank you for your letter dated March 5, 2007 and received on March 14, 2007 soliciting my views on your draft publication entitled *Environmental claims: A guide for industry and advertisers*.

The Environmental claims guide deals with a number of issues of interest to Saskatchewan Environment and other provincial agencies. As such, I have asked my officials to solicit comments from other agencies that have an interest in these areas. A coordinated response will be prepared and sent to Ms. Diane Audet once the necessary feedback from the various agencies has been obtained.

Thank you for the opportunity to submit comments on the draft guide.

Yours sincerely,

A handwritten signature in black ink, appearing to read "John T. Nilson".

John T. Nilson, Q.C.
Minister of Environment

cc: Sam Ferris, Saskatchewan Environment
Tracy Roy, Saskatchewan Environment



June 1, 2007

2007-MO-0306

Ms. Diane Audet
Enforcement Support Officer
Competition Bureau
50 Victoria Street
GATINEAU QC K1A 0C9

Dear Ms. Audet

I am writing in response to Mr. Raymond Pierce's letter dated March 5, 2007 inviting the Minister to review and provide comments on the draft publication entitled *Environmental claims: A guide for industry and advertisers* which was forwarded to me by the Honourable John T. Nilson, Q.C., Minister of Environment.

Saskatchewan Environment has reviewed the document and believes a solid approach has been taken to guide industry and advertisers with instruction on how to inform Canadian consumers on the environmental performance of products. The department feels that the environmental claims laid out in the document will provide consumers with information in a manner that will enable them to make better purchasing decisions on consumer products in relation to the environment.

Although the department does not have any direct comments regarding the content of the document, we feel that the labeling requirements as outlined, clearly establish claims based on the management of consumer products throughout their lifecycle.

Thank you for providing an opportunity to review and comment on the guide.

Yours sincerely,

A handwritten signature in cursive script that reads "Lin Gallagher".

Lin Gallagher
Executive Director
Environmental Protection Branch

cc: Honourable John T. Nilson, Q.C., Minister of Environment
Alan Parkinson, Deputy Minister of Environment