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Attention Johanne D' Auray

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As a retailer of diamonds in Canada I have a number of concerns in regard to the Canadian diamond markings.

In response to your questions.

1. A diamond is considered a diamond from the time it is mined unless you make a different category for diamonds polished and diamonds rough.
2. When told a diamond is Canadian a consumer in my experience feels the country of origin of the diamond is Canada. As with all other gemstones the reference to country is the country of origin. A Ceylon sapphire is mined in Ceylon and usually cut in Thailand, but the trade still refers to it as a Ceylon sapphire.
3. The expectation of the consumer when buying a Canadian diamond is to have a "piece" of Canada. The consumer wants to know the diamond they are buying is from Canada not another country especially not a country in internal conflict. The Canadian Agate mine in Thunderbay Ontario has a large selection of Ontario Agate carvings for sale in their gift shop, all of which are cut overseas. The lumber industry does the same.
4. With any gemstone the origin refers to the location the gem is mined and not where it is cut. Typical terms include Baltic amber, Ceylon sapphire, Burmese ruby, Monghsu ruby, and Mozambique garnet just to name a few.

The important part of a diamond being Canadian is that the country of origin is Canada. If a diamond is mined in South Africa but cut in Canada should it be called a Canadian diamond? All other gemstones are referred to by the country or mine of origin and not the location the cutting or polishing is performed in, so why would diamonds be any different.

Yours truly,

James G. Poag, GG, ISA CAPP S-CAPP, AA