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SEPTEMBER 12, 2011**

**OUTDATED REGULATIONS HOLDING BACK CANADA'S FOOD AND CONSUMER  
GOODS MANUFACTURERS**

*Industry sees potential in Canada/U.S. border and regulation talks*

**MONTREAL** – Canada's food and consumer goods manufacturers expressed concerns today that the industry is falling behind the rest of the world because of the out-dated regulations that govern it.

Inefficiencies at the Canada/U.S. border and regulatory frustrations that Canadian manufacturers are subject to were widely discussed today in Montreal at the *Canada-U.S. Manufacturing Summit* hosted by Canadian Manufacturers & Exporters.

Canada's food manufacturers say the ability to commercialize innovative food products is more challenging in Canada than in other modern countries around the world. New product approvals can be delayed up to 10 years in Canada – which means Canadians are not able to access to new, often healthier-for-you products that are readily available in other first-world countries around the globe.

With our fresh water, expansive agricultural lands, research and development capacity and people power, Canada should be a world leader in food production. Instead, our out-dated regulations are threatening the future viability of our industry.

In the Canada-U.S. discussions, Canada's food and consumer goods manufacturers are seeking a more strategic alignment with the United States in areas like food and consumer product safety and the approvals of new foods and consumer goods, new food additives, food packaging and 'healthier for you' products.

**QUOTES:**

"If we do not support the need of food manufacturers to innovate and grow in Canada, we run the risk of not only reducing options for Canadian consumers – we also run the risk of losing our manufacturing capacity in Canada and controlling the future of our food supply. If you can't sell it in Canada, why would you make it in Canada?" – Derek Nighbor, Senior Vice-President, Public & Regulatory Affairs, Food & Consumer Products of Canada

**QUICK FACTS:**

- Food and consumer product manufacturing sector leads all Canadian manufacturing sectors in employment – employing nearly 300,000 Canadians from coast-to-coast.

- Unilever Canada finally had its Becel ProActiv margarine approved – a margarine fortified with plant sterols, proven to reduce cholesterol and improve heart health - after more than 8 years in the queue at Health Canada. This same product was approved for sale in the U.S. and Australia in the late 1990s and throughout the European Union in the early 2000s.
- The George Morris Centre looked at 12 case studies featuring specific regulatory challenges being faced by FCPC member companies. It was calculated that in these 12 case studies alone over \$440 million dollars in costs were incurred or lost to these businesses in Canada, because of the approval delays.

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