



## FOOD AND CONSUMER PRODUCTS MANUFACTURERS WELCOME RED TAPE REDUCTION COMMITTEE REPORT

*Initiatives will help Canadian Business Grow*

**TORONTO, Jan 18, 2012** - Canada's food and consumer products manufacturers welcome the initiatives recommended today by the Red Tape Reduction Commission as they will spur industry growth, improve Canada's outdated regulatory system and ultimately help bring more innovative products to Canadian homes.

Food & Consumer Products of Canada (FCPC) is pleased that many of its key recommendations are included in the report concerning increased transparency; addressing the many regulatory delays manufacturers face when bringing new, innovative products to market; more proactive communication with business; improved efficiencies to move goods over the border; and greater reliance on electronic services.

FCPC specifically recommended that the government publicly report on how long it's taken to move products through the regulatory system and is pleased that the Commission included this in their final report.

FCPC is encouraged with the government's commitment to the "One-for-One" initiative and is calling on the Federal government to move swiftly on the recommendations announced today.

### QUOTES

"The bold recommendations released today are much needed steps forward that will allow our industry to achieve more sustainable growth and ultimately help bring new and innovative products to Canadians. Canadians will benefit because the commission has done great work by working collaboratively with government, stakeholders and industry. Now industry wants to see some movement on the recommendations."

*- Nancy Croitoru, President and CEO, Food & Consumer Products of Canada*

### FACTS

- The food and consumer products manufacturing sector leads all Canadian manufacturing sectors in employment – employing nearly 300,000 Canadians from coast-to-coast.
- The George Morris Centre examined 12 case studies where food manufacturers have been hampered by regulatory delays. The report states foregone economic activity of \$440 million and foregone employment of almost 2,000 Canadians.

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*For More Information*

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*Food & Consumer Products of Canada (FCPC) is the largest industry association in Canada representing the food and consumer products industry. Our member companies make and market retailer and national brands sold through grocery, drug, convenience, mass merchandise and foodservice distribution channels.*