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Now that their efforts are complete, I would like to take this opportunity to thank the Working Group on the Labelling and Advertising of Pet Foods for the expertise and enthusiasm that they demonstrated in making *The Guide for the Labelling and Advertising of Pet Food* a reality. The finished product would not have been possible without the sustained effort and commitment shown by the Working Group.

The mandate of the Working Group at its inception was ambitious: to assemble a broad cross-section of stakeholders to create a guide that would form a set of industry standards, setting out the very best practices in labelling and advertising of pet food, as well as a benchmark for the Competition Bureau to use when enforcing the *Competition Act* and the *Consumer Packaging and Labelling Act* with respect to pet food labelling and advertising. I hope that you will find upon reviewing the enclosed guide that the Working Group fulfilled that mandate.

On behalf of the Competition Bureau, I am pleased to endorse *The Guide for the Labelling and Advertising of Pet Food* to all those in the pet food industry, and to serve notice that the Competition Bureau will be using this guide as a reference point for the vigorous application of the laws it administers with respect to pet foods sold in Canada.

Raymond Pierce  
Deputy Commissioner of Competition  
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