



ADVERTISING STANDARDS
CANADA

October 5, 2001

Ms. Suzanne McPhee
Competition Bureau
Industry Canada
17th Floor, Place du Portage I
50 Victoria St.
Hull, Quebec K1A 0C9

Dear Ms. McPhee:

Thank you for inviting Advertising Standards Canada (ASC) to provide comments on Industry Canada's proposals relating to the CAN/CSA-ISO 14021-00 standard.

ASC has participated in the development of the standard as a member of the Canadian Standards Association's Technical Committee on Environmental Labelling. ASC supports Industry Canada's proposals to withdraw the current *Principles and Guidelines for Environmental Labelling and Advertising (PEGLA)* and to use the CAN/CSA-ISO 14021-00 Standard in evaluating environmental claims.

Thank you again for providing ASC with the opportunity to comment on the proposals.

Sincerely,

Janet Feasby
Director, Public Affairs and Communications
Standards Division