



Office of the  
Deputy Minister

10th floor  
Petroleum Plaza South Tower  
9915 - 108 Street  
Edmonton, Alberta  
Canada T5K 2G8

Telephone 780/427-6236  
Fax 780/427-0923

AR 786

**AUG 28 2001**

Ms. Suzanne MacPhee, Competition Bureau  
17 Floor, Place du Portage I  
50 Victoria Street  
Hull, Quebec  
K1A 0C9

Dear Ms. MacPhee:

In response to the July 24, 2001 letter sent by Raymond Pierce, Deputy Commissioner, Fair Practices Branch of Industry Canada, I thank you for the opportunity to review a copy of ISO 14021 Environmental Labels and Declarations – Self-Declared Environmental Claims.

I view the concerted efforts to establish a consistent international standard for environmental labelling as a positive step forward. I support the withdrawal of the current Principles and Guidelines for Environmental Labelling and Advertising in favour of ISO 14021.

Yours truly,

Roger Palmer  
Deputy Minister

cc: Byron James, Chair  
Canadian Council of Ministers  
of the Environment

Doug Tupper  
Environment