

September 11, 2001

Suzanne MacPhee  
Competition Bureau  
17<sup>th</sup> Floor, Place du Portage I  
50 Victoria Street  
HULL PQ K1A 0C9

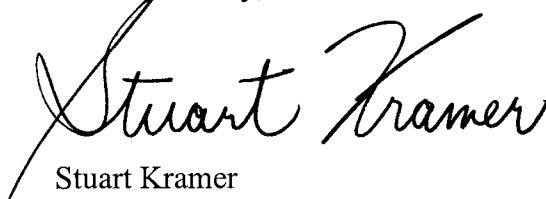
Dear Ms. MacPhee:

Thank you for providing a copy of *CAN/CSA-ISO 14021-00 - Environmental labels and declarations - Self-declared environmental claims* for comment by Saskatchewan Environment and Resource Management (SERM).

The publication *Principles and Guidelines for Environmental Labelling and Advertising* produced by the Competition Bureau has provided excellent guidance for Canadian marketing and advertising of environmental claims for the last several years. The next step of replacing this publication with the adoption of the CAN/CSA - ISO 14021-00 will continue to direct marketing claims in Canada as well as coordinate a worldwide approach to ensure consistence guidance for environmental marketing claims.

SERM endorses the clear use of environmental labeling of products. Providing a clear message to consumers and the public about the products sold is important for the credibility and image of the industry and the environmental movement.

Yours sincerely,



Stuart Kramer

cc: Environmental Managers, SERM EcoRegions  
Joe Muldoon/Sam Ferris/Steven Arnold, SERM