

FOR IMMEDIATE RELEASE**FOOD & CONSUMER PRODUCTS INDUSTRY SUPPORTS PRODUCT SAFETY LEGISLATION
TABLED TODAY IN OTTAWA**

Ottawa, April 8, 2008 –The food and consumer products industry welcomed new food and product safety legislation tabled today by Prime Minister Harper.

“This legislation aims to level the playing field and ensure all companies are equally accountable for what they import and sell to consumers,” said Nancy Croitoru, FCPC’s President & CEO. “As the Prime Minister noted in December, the vast majority of Canadian manufacturers play by the rules and take the safety of their products seriously and they shouldn’t be hurt by those who don’t. Our industry has made substantial investments in food and product safety and will continue to increase our investments to address the challenges posed by rising imports and changing consumer preferences.”

As the trade association that represents the companies that manufacture the major grocery and consumer product brands Canadians know and trust, we at FCPC know that ensuring the safety of our products -- and thereby maintaining the confidence of consumers -- is our industry’s single most important goal.

The legislation’s focus on risk-based inspection, accountability for importers and strengthening recall provisions for quick intervention when problems arise, would significantly improve Canada’s ability to detect contaminated food and consumer products. “Safety is our number one consideration- full stop.” said Croitoru, adding “Focusing on imported goods from countries or companies with a history of problems just makes sense. Increasing our ability to scrutinize and oversee imports based on risk greatly enhances our ability to detect threats to public health without crippling commerce or violating our trade commitments.” The legislation tabled today achieves those objectives.

“We look forward to working with the government and other stakeholders to ensure the crafting of good public policy that protects Canadians and builds consumer confidence,” Croitoru added in closing.

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. The industry employs approximately 300,000 Canadians across the country, making it the largest employer in the Canadian manufacturing sector, generating \$24 billion annually in GDP (13% of the Manufacturing Gross Domestic Product). The industry has a record of embracing world-class regulatory standards and is governed by 442 federal and provincial pieces of legislation, as well as thousands of regulations and self-imposed standards.

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For further information, please contact:
Blake Johnston
Vice President, Government Affairs, FCPC
613.232.7774