



September 8, 2017

Tom Manley, President
Organic Council of Ontario
5420 Highway 6 North
Orchard Park Business Centre
Guelph, Ontario N1H 6J2

Dear Mr. Manley,

In response to your letter earlier this summer, which requested Beef Farmers of Ontario's endorsement of the move towards Ontario legislation for the organic sector, I am writing to express our support for greater clarity and consistency regarding the use of the term "organic" in Ontario.

Beef Farmers of Ontario has identified "enhancing consumer confidence in beef" as a priority area of our Regional Marketing Initiative. Food fraud and mislabeling, including with the term organic, can erode product margins, damage product reputation and directly affect consumer trust in the food they purchase. Consumers want assurance that the food they buy is authentic and as labelled, and their trust can be lost if their purchases do not meet their expectations.

We believe that regulating the use of the term organic could be beneficial in enhancing consumer trust in Ontario food and food labelling, and could help maintain integrity in food production and the claims made to consumers. Ontario legislation could play a role in clarifying practices, labels and standards for organic food products, and could help protect Ontarians from fraud or misinformation.

Five other provinces have already taken steps to assure the integrity of the organic sector, addressing potential gaps in federal regulation. We support the move towards Ontario legislation that will help provide consistency across the country.

In any steps towards regulating organic food in Ontario, we encourage comprehensive consultation with farmers, processors and consumers to develop effective strategies for maintaining integrity in organic food products and in all food labelling.

Sincerely,

Matt Bowman
President

cc: BFO Board of Directors

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