

LETTER TEMPLATE:

Date

Name of MP

House of Commons Ottawa, Ontario
K1A 0A6

Dear Mr. Smith,

I own and operate a convenience store in your riding that sells a variety of consumer goods, including legal tobacco products. I am writing to express my concern about the proposed Tobacco Product Regulations (Plain and Standardized Appearance) under the *Tobacco and Vaping Products Act* that were published on June 23, 2018. In their existing form, such regulations will negatively impact my business.

I have outlined my concerns in order of priority below.

Part I

- Without being able to easily identify one brand of cigarettes from another (ie. No logos, no protective wrap), we are putting our employees at risk by having their backs turned to the customer longer to find the “correct” brand. This can lead to more petty theft to more severe robberies.
- Packs will no longer show any logos. This will make it difficult for clerks to tell products apart and give our customers the legal product of their choosing. I am already losing business and customers to the illegal cigarette market and these regulations will make the problem worse.
- The slide and shell format will be required for all cigarette packages. Not only is slide and shell outdated and difficult to manufacture with existing machinery,¹ it is also the packaging of choice on the illegal market. The regulation should not cater to illicit tobacco operators; packaging should give legal operators the competitive advantage. Moreover, having to reconfigure my shelves to accommodate this last-minute addition, which was not consulted upon, will add to the cost of running my business. These costs were not considered as part of these draft regulations. [Section 37]
- The proposed compliance timeline is 3 months, which does not give retailers enough time to alter their establishments and educate their clerks. For example, switching from flip top to slide and shell packs requires new shelving, storage and planograms. In addition, clerks must be educated on plain packaging regulations for effective consumer interactions. We urge the government to extend the implementation timeline for retailers and distributors. [Section 77]
- Tobacco manufacturers will not be allowed to print customer call center numbers on their packs, which means consumers may issue complaints to the retailer. Consumers should be able

¹ <https://www.theglobeandmail.com/business/article-imperial-tobacco-shocked-by-health-canadas-proposed-package/>

to speak directly to the manufacturer for a resolution – but this requires manufacturer phone numbers to appear on the pack.

The federal government must consider how these regulations will impact my business. I look forward to hearing what specific actions you will take towards addressing my concerns. Should you wish to further discuss this matter, I can be reached at **PHONE NUMBER and EMAIL**.

Sincerely,

Your Name

Address

Province

Postal Code

