

Honourable Jean-François Roberge  
Minister of the French Language  
National Assembly of Québec  
Chambly, Québec

**Subject:** Request for translation of Bill 96 trademark labelling regulations to facilitate their application to our member companies

Dear Minister Roberge,

Our organizations bring together member companies from the entire produce distribution chain both nationally and internationally from field to table: growers-packers-shippers, wholesalers-importers-exporters, distributors, transporters, brokers and retailers. Our mission is to mobilize industry players, facilitate marketing and promote the health benefits of fruit and vegetables for the industry.

Members of the fruit and vegetable industry are committed to developing and applying best practices to offer fresh, healthy and safe produce to Canadians, including Quebecers. They market products from Quebec and elsewhere that meet consumer expectations. They therefore make every effort to meet the requirements of local laws and regulations, particularly with regard to labelling, in order to satisfy their demands.

While we recognize the objectives of Bill 96, CPMA and QPMA continue to have ongoing concerns regarding the ability of the fresh produce sector to fully comply with the new legislation that requires companies to translate generic or descriptive elements on trademarks to French, given the highly international nature of our supply chain. Fresh produce is imported into Quebec from provinces across Canada and countries around the world, many of which operate in English only or other non-French languages. Although companies in the fruit and vegetable sector have gained experience complying with federal bilingual labelling regulations, Quebec's trademark labelling requirements present an additional challenge.

Therefore, as a first step toward supporting compliance, we request that the government provide official trademark guidance and regulatory interpretation in English. This is critical to help out-of-province and international companies understand the labelling requirements to ensure continued access to fresh produce for Quebec consumers.

In addition, CPMA will be following up under separate cover with the Office Québécois de la langue française (OQLF) to seek clarification on several specific areas of concern raised by our members. These include technical questions around labelling requirements, transitional timelines, and several concerns which we have received from our members.

We look forward to engaging constructively with the OQLF to support a clearer and more coordinated path to compliance for industry and welcome the opportunity to work

collaboratively with all stakeholders to ensure that Quebec's language objectives are achieved in a way that is practical and sustainable for our sector.

Regards,