

June 1971

STATEMENT BY PAUL PARE, CHAIRMAN OF THE CANADIAN TOBACCO MANUFACTURERS COUNCIL, and PRESIDENT OF IMPERIAL TOBACCO PRODUCTS LTD.

On behalf of the members of the Canadian Tobacco Manufacturers Council, I can say that although we expected legislation, we are, nevertheless, concerned with the scope and implications of the legislation which has been proposed.

For more than eight years and at two official conferences with government health authorities, our position in the Smoking and Health controversy has been made clear. You are aware that we are confronted with an indictment which is based essentially on statistics and accepted as fact by virtue of many years of repetition. The issue continues to be a subject of controversy among scientific experts. I can assure you, however, that the tobacco industry will continue to pursue scientific research, which is the only way the controversy can be logically resolved.

Now, about the proposed legislation: The most punitive elements in this Bill are those which restrict accepted marketing practices.

The wisdom of such legislation may be questioned on several counts:

First, experience of other countries which have similar restrictions indicates that these have little or no effect on reducing smoking.

Paradoxically, the total number of cigarettes smoked continues to increase.

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2. This Bill will seriously restrict competition among manufacturers who are engaged in marketing a legal product and, therefore, expect to have available the normal marketing tools to do so. The "status quo" of companies will tend to be frozen, at least in the short term, and the difficulties of introducing new brands become greater in the competitive marketplace.

3. The Bill has serious economic implications. The Industry spends about \$25 million on all forms of advertising in Canada. When this figure is translated into employment of people, and into goods and services, it becomes obvious that restrictions on this activity are bound to result in hardships to many people in the marketing field in Canada.

4. The implications for the tobacco growers can be serious and damaging. The fact sheet enables you to appreciate for yourselves some of the factors in tobacco agriculture which are placed in jeopardy.

Let me conclude by saying that I am convinced the industry will maintain its vigor because some six million adult Canadians continue to enjoy cigarette smoking for their own personal reasons of relaxation and enjoyment. We manufacturers will continue to operate within whatever marketing framework is left to us.

It goes without saying that, when Parliament has spoken, we will obey the law - even though we continue to question the premise on which it is based.

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