



CANADIAN HEALTH FOOD ASSOCIATION

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September 3, 2024

Southeast Alberta Chamber of Commerce
413 6 Avenue Southeast
Medicine Hat, AB T1A 2S7
(403) 527 5214
info@southeastalbertachamber.ca

Dear Members of the Southeast Alberta Chamber of Commerce and Supporting Chambers,

I am writing on behalf of the Canadian Health Food Association (CHFA) to express our support for the resolution put forward by your Chamber regarding the improvement of the regulatory environment for Natural Health Products (NHPs). As Canada's largest trade association dedicated to natural health, organic and wellness products, CHFA is committed to representing our members and the industry on proposed regulatory changes that will influence consumer health choices, and directly influence the natural, organic and wellness industry. Our membership base consists of over 1,100 businesses across Canada, including manufacturers, retailers, wholesalers, distributors and importers of wellness products, including a variety of natural health products.

CHFA wholeheartedly endorses the policy recommendations outlined in your resolution. We recognize the pressing concerns with the recent changes imposed by Health Canada on the Self-care Framework, including the introduction of new fees, labelling requirements, and increased regulatory burdens on natural health product businesses. These changes present significant challenges, particularly for small businesses, and threaten the diversity and availability of natural health products in the Canadian market.

Our association advocates vigorously for our members, including many small businesses involved in the NHP sector. We are committed to ensuring that the regulatory environment supports rather than stifles innovation and accessibility within the natural health product industry. The increased costs and regulatory demands, as outlined in your resolution, risk driving many small businesses to scale back their offerings or cease production altogether. This not only impacts the businesses themselves but also affects consumers' access to a wide range of natural health products.



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CHFA supports your recommendations to:

- Replace the definition of therapeutic products in the *Food and Drugs Act* to exclude natural health products.
- Repeal recent legislative changes that have negatively impacted the sector.
- Eliminate new fees until they can be re-examined in consultation with industry stakeholders.
- Engage in meaningful consultations to develop a globally competitive strategy for regulating natural health products.
- Implement recommendations from the Standing Committee on Health's report.
- Ensure new regulatory changes are only introduced once existing backlogs are addressed and operational stability is ensured.

We believe that these steps are crucial to fostering a balanced and effective regulatory framework for natural health products. Our alignment with the Southeast Alberta Chamber of Commerce and supporting organizations underscores our shared commitment to addressing the challenges faced by the NHP sector and advocating for a fair and sustainable regulatory environment.

Thank you for your leadership on this important issue. We look forward to continued collaboration and support in advocating for the necessary regulatory improvements.

Sincerely,

A handwritten signature in black ink, appearing to read 'Aaron Skelton', is written over a light gray rectangular background.

Aaron Skelton
President & CEO

Canadian Health Food Association

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When we all do well,
Canadians live well.