

Summary: Meeting with JTI-Macdonald Corp.

Subject: Proposed amendments to the *Tobacco Reporting Regulations* (TRR)

Date(s): September 7, 2017

Participants:

Health Canada (HC)

Denis Choinière

Director, Tobacco Products Regulatory Office, Tobacco Control Directorate (TCD)
(Chair)

Martin Joyal

Director, Office of Policy (TCD)

Advisor, Director General Office (TCD)

Manager, Regulations (TCD)

JTI-Macdonald Corp. (JTI)

Caroline Evans

Head of Corporate Affairs & Communication

Introduction:

This meeting was held at the request of JTI to discuss changes proposed in Bill S-5, specifically to the definition of “manufacture” and “sell” to include tobacco products and vaping products for export and the possible impact this would have on the proposed plain and standardized tobacco product regulations.

The Chair opened the meeting by doing round table introductions.

HC reiterated its international obligation to protect tobacco control policies from the vested interests of the tobacco industry. In addition, in the interest of transparency, the department stated that it would be making a record of the meeting publicly available.

Issues of Concern:

JTI expressed concern that it would be unable to sell certain cigarettes manufactured in Canada for the U.S. market if it had to comply with the proposed plain packaging and standardized tobacco product regulations. JTI explained that if its export cigarettes had to comply with Canadian regulations, JTI would be non-compliant with the U.S. FDA tobacco requirements and its cigarettes could not be sold legally in the U.S.

HC referred to previous responses provided to JTI by e-mail (Mr. Choinière to Ms. Evans, 2017-01-31 and 2017-03-13) which clarified that the proposed changes regarding the definition of “manufacture” and “sell” were meant to clarify the scope of legislation, while allowing for the scope of its application to be circumscribed by regulations.

HC further clarified that the intent of the proposed changes is not to prevent export of tobacco products. The department is considering excluding tobacco products manufactured or sold for export from the application of tobacco regulations such as those under development regarding plain and standardized packaging of tobacco products.

JTI also offered to arrange a separate meeting with HC officials to explain and demonstrate its “emerging tobacco product” lines that are being developed and currently sold in other countries such as e-cigarettes (Logic in U.S.) and their heated tobacco technologies (Ploom TECH vapourizer). HC officials said that they would consider such an invitation, if and when received.

Conclusion:

The meeting was then concluded.

Documents:

N/A