

On Nov 23, 2017, at 11:33 AM, Luke Harford <lharford@beercanada.com> wrote:

Hi Matt, can you give me a call when you get a free couple of minutes.

Here's an article that I thought might be interesting given this week's developments.

<https://www.nytimes.com/2017/11/10/upshot/health-alcohol-cancer-research.html>

Take care,

Luke Harford
President, Beer Canada
25(1)

From: Luke Harford
To: [Matt King](#)
Subject: Labels
Date: Friday, November 24, 2017 3:13:06 PM

Hi Matt, could you have someone send me an e-copy of each label that is going to be cycled through during the pilot? And can you also tell me if this is being done at all stores or select stores during the 7 month trail.

Thank you,

Luke
President
Beer Canada
25(1)

Sent from my BlackBerry — the most secure mobile device — via the Rogers Network

From: Luke Harford
To: Matt.King
Subject: RE: Follow up
Date: Friday, December 08, 2017 11:50:17 AM

Thanks Matt and appreciate the opportunity. As I said, it is really unfortunate that YLC started this project without any briefing at all to the people that make the products YLC is selling.

Comes down to this:

The "alcohol can cause cancer" is a false and misleading statement. Here is just one link to a site that you might find interesting to read to put the issue into perspective.

<https://www.alcoholproblemsandsolutions.org/drinking-alcohol-and-cancer-risk/>

Interesting to note that alcohol is also associated with reduced risk for certain types of cancer.

YLC is putting on labels that say 2-3 drinks a day to reduce health risk (silly seeing that next to the "can cause cancer" label) – does YLC know for sure that customers are not going to interpret this as the amount they can drink and safely drive. YLC ought to know that is not going to be true for all people at all times that 2 or 3 is safe for driving. Is YLC ready to take on that legal responsibility or is it planning to throw that at the supplier who was never given a chance to even see the label.

I know that standard drink labels are on their way in January. I have not seen the graphic. But these labels will induce people to make purchase decisions based on the most alcohol they can buy with the fewest dollars. YLC I would think should see this a problem, especially for vulnerable populations.

There is lots to talk about here Matt and give me a call anytime.

Best,

Luke Harford
President, Beer Canada
25(1)

From: Jan Westcott
To: [Matt King](#)
Cc: [CJ Helle](#)
Subject: RE: follow up
Date: Thursday, December 14, 2017 11:52:51 AM

Hi Matt,

Thanks again for returning my call yesterday and your follow-up.

I would add to your summary of our discussion that, while we do strongly support Canada's LRDGs (including the importance of communicating these to consumers), and a wide range of harm reduction initiatives and believe in providing useful information to consumers, we strongly oppose any non-authorized alteration or defacing of our containers or packaging.

We also strongly suggest that mandatory label statements are not an effective means of relaying to consumers complex and nuanced health information related to alcohol consumption.

In addition, any broader communication strategy that focuses solely on the potential harms associated with the misuse of alcohol or excessive drinking does a disservice to all.

Instead, such communication programs need to be balanced with the health benefits associated with moderate and responsible alcohol consumption.

Consumers should have all relevant information to guide their decisions and behaviour.

Jan W.
Mobile: 25(1)

From: Luke Harford
To: [Dan Paszkowski](#); [Matt King](#); janwestcott@acd.ca
Subject: RE: Yukon - Label study
Date: Thursday, December 21, 2017 6:44:35 AM

Hi Matt, we would be in the same place as the vintners. Would you have a few minutes today for me to give you a call?

Luke Harford
President, [Beer Canada](#)
25(1)

From: Dan Paszkowski [mailto:dpaszkowski@canadianvintners.com]

Sent: Thursday, December 21, 2017 9:28 AM

To: 'Matt.King@gov.yk.ca' ; janwestcott@acd.ca; Luke Harford

Subject: RE: Yukon - Label study

Matt,

While I cannot speak for my colleagues, the Canadian Vintners Association would not support the request put forward by PHO to continue the study to examine alcohol warning labels in the Yukon, even if restricted to the LRDG label, until sometime in January. Beyond the concerns which we have discussed regarding the placement of these labels on our brands without prior approval, we are equally concerned that we were not consulted on the study itself which has inherent limitations in its design, methods and results from the baseline study.

An extension of the study to January would not address these limitations, and would definitely impact the results. Further, we understand that the planned outcomes from the study will be used to provide a summary briefing to key stakeholders including website, policy briefings, conference symposiums, and media. The limitations of the study design and methods together with a limited survey period would impact the results which is not in anybody's best interests.

Further, as a member of the National Alcohol Strategy Advisory Committee Low Risk Drinking Guidelines Committee which was tasked with communication of the LRDG, it is clear that they were developed to educate consumers who choose to drink, to help them decide when, where, why and how to drink. This was an educational exercise which was not meant for labelling purposes. For those consumers who are not educated in LRDG guidelines, the proposed label could suggest that it is ok to have 3 drinks as a male without having the knowledge of when zero is the limit (e.g., when driving a vehicle, taking medication, doing any dangerous activity, living with mental or physical health problems etc.). This is a significant risk.

The CVA cannot support the proposed extension of the LRDG label or other warning labels as part of this study.

In closing, you may wish to consider consulting with the NWT on the research agreement, as I understand that they have informed PHO that they will not participate in Part 2 of this research study. Given the involvement of Health Canada in this research study, and our concerns with not only the lack of consultation with industry but also the limitations of the study, we plan to meet with Health Canada in early January to further discuss our concerns.

Thank you for understanding our concerns

Dan

From: Luke Harford
To: Dan Paszkowski; Matt King; janwestcott@acd.ca
Subject: RE: Yukon - Label study
Date: Thursday, December 21, 2017 11:02:25 AM

Hi Matt, I understand that it might be difficult to connect and ²⁵⁽¹⁾

As I said earlier, I am in alignment with the wine folks. But I would like to add some additional context.

The researchers you are working with are not interested in testing their hypothesis from an objective and scientific starting point. They already know the conclusions they are going to present.

This in my opinion is obvious from the design of the project, the structure of the survey, the small sample size they are using and a population that is not likely representative of the rest of Canada.

To prove the point ... I would ask that you take the below into consideration. Despite taking millions of Canadian tax payer dollar to do his research, he sees no place in the world for brewers as stakeholders and I assume that would extent to liquor boards too.

If allowed to proceed for any length of time, their intention is clear – present results that fit with their view of the world.

This is from University of Victoria

*Stockwell: I believe **the first priority is to place prominent health messages on all alcohol containers which explain the multiple health risks associated with even moderate use.** The notion that the alcohol and alcoholic beverages is recognised as carcinogenic and that there is no safe level should be part of that information. That should have course be placed into context and compared with other common risks to health and safety we encounter in our daily lives. The idea that the more you drink the greater the risk should be communicated along with conservative low-risk drinking guidelines.*

<https://www.uvic.ca/research/centres/cisur/about/news/current/stockwell-on-the-alcohol-cancer-link,-industry-obfuscation-and-mup.php>

Stockwell's final word – ^{25(2)(g)}

*Increasingly, industry groups use a whole range of social media and a complex array of influence and communication strategies such as funding seemingly independent think tanks, University researchers and working to get a place at national and international policy tables. The net effect of these activities justifies the point of view that **the alcohol industry itself is a threat to public health and safety.***

Luke Harford

President, Beer Canada

²⁵⁽¹⁾

From: Luke Harford
To: [Patch.Groenewegen](#)
Subject: Interesting read
Date: Friday, January 05, 2018 8:52:23 AM

Hi Patch, the section above the conclusion in this document will be of interest to you.

https://www.aph.gov.au/about_parliament/parliamentary_departments/parliamentary_library/pubs/bn/2011-2012/alcohollabels

Luke Harford

President, [Beer Canada](#)

25(1)

From: Luke Harford
Sent: Monday, January 8, 2018 13:46
To: [Patch.Groenewegen](#)
Subject: Re: Labels

Okay thank you. Can I ask how the conversation with the researchers went on Friday?

Sent from my BlackBerry — the most secure mobile device — via the Rogers Network

From: Luke Harford [<mailto:lharford@beercanada.com>]
Sent: Monday, January 08, 2018 1:25 PM
To: [Patch.Groenewegen](#)
Subject: Labels

Hi Patch I hope you had a nice weekend. Just the NYT article that I saw on the label situation. Is YLC expecting more news this week?

Sent from my BlackBerry — the most secure mobile device — via the Rogers Network

From: Jan Westcott
To: [Matt King](#)
Cc: [CJ Helle](#)
Subject: RE: YLC Label Study (email to Beer Canada, Spirits Canada and Canadian Vintners Assoc.)
Date: Tuesday, January 16, 2018 2:23:17 PM

Good afternoon Matt,

Thank you for organizing yesterday's call with ourselves, Beer Canada and CVA.

As we understand it, in the context of the current "paused" research project, the Yukon Liquor Corporation initially wished to obtain information on the efficacy of the labels about FASD, applied in the Yukon since the early 1990's to containers sold to the public.

More broadly there also was/is interest in better communicating certain responsible consumption messaging to YLC customers, particularly the importance of drinking safely, aided by such platforms as Canada's Low Risk Drinking Guidelines.

Other issues such as keeping alcohol out of the hands of minors and not driving after drinking (amongst others) are objectives YLC is interested in advancing.

These are laudable and key goals and Spirits Canada supports them and has worked to widen awareness of them in hopes of positively changing behaviour.

The issue from our perspective becomes how best to communicate this information in a way that will be better seen, understood and taken up by YLC customers and others and maximize the effective use of limited resources.

Over the years, Spirits Canada has worked on projects addressing many of these issues. Sometimes it has been through supporting third party programming, sometimes through programs we ourselves initiated. One key learning from all these experiences is much more can be accomplished when we all work together.

Given my own background as one of the founders of Ontario's Smart Serve server-training program nearly 20 years ago, we have worked to foster awareness of the Low Risk Drinking Guidelines amongst both consumers and on-premise operators.

In terms of advancing our shared objectives, should we be able to move beyond the current fatally flawed (in both design and execution) research project, we reaffirm Spirits Canada's commitment to working with YLC and other interested parties to explore, develop and execute initiatives -- tailored to Yukon and its specific needs and circumstances. We also confirm that, without prejudice to our views on the affixing of any labels by the YLC on our Members' products without their express authority, we would take no action in this regard should the YLC decide to continue to affix its current FASD labels.

We suggest that working together and pooling a range of resources, we could develop a broad range of targeted initiatives both inside YLC stores as well as activities beyond YLC. They could also be delivered in languages and formats that may be more readily accessible to members of Yukon's diverse population.

Over the Christmas week, for example, we aired a series of radio ads in Whitehorse, Dawson Creek and across the Territory reminding Yukoners to avoid drinking and driving and also encouraging them to follow Canada's Low Risk Drinking Guidelines to enjoy a safe and rewarding holiday period.

We remain convinced that information tailored and delivered to specific segments of the

population, especially higher vulnerability groups, will be more effective at bringing change to how people regard and use alcohol.

And, we are prepared to invest in programs that accomplish this.

Jan W.
Mobile: 25(1)

From: Luke Harford
To: John.Streicker; Matt.King
Cc: Rowland.Dunning25(1)
Subject: NASAC work-plan for 2018-19
Date: Friday, February 09, 2018 1:24:27 PM

Hi John and Matt,

Thanks again for meeting with me in Montreal.

The NASAC meeting was held yesterday in Ottawa. I have copied Rowland Dunning as he was not able to attend the meeting.

One of the items coming out of the NASAC meeting was a work-plan for 2018-19.

And one of the action items on that work-plan that may be of interest to you both is to pick up the recommendation to do public education around the LRDGs and the health harms associated with harmful drinking.

This will get fleshed out over the next few weeks as to what it means and what kind of dollars can be put toward it.

Just thought you would like to know since minutes to the meeting will likely take a few weeks to be circulated by the Secretariat.

Kind regards,

Luke Harford
Beer Canada
25(1)

From: Luke Harford
To: Matt.King
Subject: Re: SKUs
Date: Wednesday, February 28, 2018 4:19:47 AM

Thank you Matt. It would be helpful to have a phone conversation so I can better understand where things are at. I have sent an email to Erin asking for a copy of the Standard Drink Label but she said it has not yet been finalized. It seems from some reports that the researchers are in the stores affixing labels already and then from other reports it would appear that things are still being settled upon.

I can understand the appeal of focusing in on high volume products to simplify but I think there needs to be some discussion on this first.

Is there some time in your calendar for later today to talk on the phone.

Best,

Luke

From: Luke Harford [mailto:lharford@beercanada.com]
Sent: Monday, February 26, 2018 11:01 AM
To: Matt.King <Matt.King@gov.yk.ca>
Subject: RE: SKUs

Matt, I have read in a recent article that local suppliers will not be included in a restart of the project. My members will have a real problem with this.

Can you please let me know if there is direction that you / researchers have been given on this.
Thank you,
Luke

From: Luke Harford [mailto:lharford@beercanada.com]
Sent: Thursday, February 22, 2018 2:58 PM
To: Matt.King <Matt.King@gov.yk.ca>
Subject: SKUs

Hi Matt, can you give me a list of the SKUs in the beer category that will be affected by the limited restart of the labelling pilot.
Thank you,
Luke

From: Jan Westcott
To: Matt.King
Cc: C.J.Helle
Subject: YLC Label Study - Follow-up
Date: Monday, March 05, 2018 6:54:30 AM

Dear Matt,

Thanks once again for your follow-up in regards to our concerns with the original liquor health warning label study as outlined in the November 22, 2017 Government of the Yukon News Release.

We are pleased that the modified study will proceed without the alarmist and misleading "cancer" label.

We understand from our conversations that the study will now use two labels, one communicating Canada's "Low-Risk Drinking Guidelines" and another defining a "Standard Drink".

In order to minimize the risk of inadvertent trademark or other intellectual property infringement issues, we would appreciate the opportunity to review these labels at the earliest opportunity.

We would also note that, while under Canada's Free Trade Agreement (CFTA) there are some specific derogations for differential treatment for small businesses, these are very narrowly defined and include only such measures as small business investment tax credits and government procurement (i.e. "set-asides"). The CFTA does not permit differential treatment of goods based on the size of manufacturer.

We look forward to working with you, the YLC and the Government of the Yukon to meet our mutual objective of providing useful and balanced information related to alcohol consumption, its health benefits when consumed in moderation as well as the health risks associated with its misuse or abuse, in the most effective and efficient manner possible.

Jan W.
Mobile: 25(1)