



Ottawa, May 31, 2021

The Right Honourable Justin Trudeau, P.C., M.P., Prime Minister of Canada

Dear Prime Minister,

How heartwarming to hear a head of state remind, as you do, that action towards climate change begins at home. Canada's newest subsidy for greener homes, along with the interest-free loan program announced in the 2021 Budget to help homeowners and landlords with major home renovations, contribute to decreasing pollution and consequently, a reduction for energy bills too.

I truly want to commend the Government of Canada for the obvious effort from several ministers in coming up with measures aligned with what the industry needs: stimuli for jobs that are well done and which involve quality materials.

The promotion of shorter supply chains between businesses and reaching consumers also deserves to be supported. Helping to relocate the manufacturing of key components to this country is another avenue to be paved. First and foremost, the purchase of products actually manufactured here must be encouraged not just because it is "trendy", but rather due to the socio-economic ripple effect this generates for the manufacturer and his work crew, channeling through to distributors and retailers to its most significant impact, that on tax revenues.

I am writing to you on behalf of a pan-Canadian network made up of more than 160 residential building material manufacturing plants, spanning all regions of the country, whose accredited products are sold, among others, in major hardware stores and the nearly 2,000 points of sale affiliated with these banners.

We are a federally chartered non-profit organization bearing the name "Well Made Here" a contraction between two complementary realities that we strive to put forward: that is, to promote materials from manufacturers operating in Canada, and, which respect construction codes and other standards in effect having an impact on the health or safety of citizens.



Our members believe that government support is needed in order to escalate the "Well Made Here" label to a level of public awareness capable of drawing the attention of homeowners and building contractors.

I would therefore appreciate if you would indicate to me to whom, within your cabinet, we should expedite our request to develop a project phase favouring residential products manufactured in this country, with the understanding that our initiative concerns Canadian heritage, the vitality of all regions, our natural resources and economic development.

Mr. Prime Minister, without manufacturing jobs, how can our country aspire to face other crises that will surely arise and which, again, will alter our supply chain as much as the current pandemic has harshly revealed to us?

Being convinced that we share the answer to this question, especially since the COVID-19 news has exposed several vulnerabilities and that the words "recovery", "resilience" and "solidarity" are on everyone's lips, I will hope for an upcoming exploratory interview with your trusted advisor.

Yours sincerely,

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