



Ottawa, February 27, 2026

The Honourable Patty Hajdu

Minister of Jobs and Families
Government of Canada
Ottawa, Ontario
Canada

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Madam Minister,

In the context of the workforce alliances announced by your department, I would like to propose the strategic contribution of a pan-Canadian organization already active at the heart of the residential construction ecosystem: Well Made Here.

A federally incorporated non-profit organization, Well Made Here brings together more than 300 manufacturers operating nearly 400 plants across Canada, offering over 15,000 accredited products distributed in close to 3,000 retail locations nationwide. Its mission is clear: to promote the purchase of Canadian-made construction materials and residential products, directly supporting our economy, our supply chains, and the quality of housing.

Beyond this mission, Well Made Here now represents a unique market infrastructure, connecting manufacturers, retailers, contractors, and consumers around a shared objective: building more, building better, and building with Canadian-made products.

In the current economic context, marked by persistent trade tensions and a clear desire for Canada to reduce its dependence on certain markets, particularly the United States, the resilience of our supply chains has become a strategic priority.

At first glance, diversification is primarily seen as developing international market opportunities. However, a complementary solution—often overlooked because it is within reach—is to strengthen our domestic capacity: producing more here and consuming more of what we produce.

This is precisely the purpose of Well Made Here.

In the residential sector, this approach is not only desirable, it is realistic: in Canada, it is now possible to build or renovate a home using materials and hardware products manufactured here, from foundation to roof.

In the context of the housing and construction workforce alliance, we believe this reality represents a strategic opportunity that remains underutilized.

Indeed, workforce challenges cannot be separated from:

- the availability and predictability of materials,
- jobsite productivity,
- and the capacity of supply chains to sustain an accelerated pace of construction.

In this regard, Well Made Here can contribute concretely to the alliance's work by:

- facilitating the integration of Canadian-made products, reducing delays, supply risks, and reliance on imports;
- supporting workforce training and upskilling through improved knowledge of products and systems used on jobsites;
- contributing to Canada's economic and industrial resilience, in alignment with federal priorities on economic sovereignty;
- mobilizing a structured national network of industrial, commercial, and sectoral partners.

More broadly, we believe that productivity in the construction sector—at the core of your priorities—depends as much on human skills as on the quality, availability, and understanding of the inputs used on jobsites.

In this spirit, we would welcome the opportunity to collaborate and to contribute actively to the alliance's work, particularly as a representative of the construction materials and residential products supply chain.

I would be pleased to speak with you or with your officials responsible for implementing this initiative to explore how we can contribute.

Please accept, Madam Minister, the expression of my highest consideration.



Richard Darveau
President and Chief Executive Officer

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