



Direction générale des
cartels et des pratiques
commerciales trompeuses

Cartels and Deceptive Marketing
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3116138

April 25th, 2023

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**VIA E-MAIL : pvittal@greenpeace.org, nola.poirier@greenpeace.org
AND REGISTERED MAIL**

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Dear Priyanka Vittal and Nola Poirier:

Subject: Notice of Inquiry Commencement

Thank you for contacting the Competition Bureau (the “**Bureau**”) and submitting an application for consideration under section 9 of the *Competition Act* (the “**Act**”) that was received on March 15, 2023.

The Bureau takes all allegations of anti-competitive conduct and deceptive marketing practices very seriously. Further, the role of the Bureau, as an independent law enforcement agency, is to ensure that Canadian businesses and consumers prosper in a competitive and innovative marketplace.

In carrying out our mandate, the information brought to our attention by consumers, businesses and other market participants is very important as it contributes to the identification and analysis of potentially anti-competitive practices in the marketplace.

I therefore wish to inform you that the Commissioner of Competition has commenced a formal inquiry pursuant to paragraph 10(1)(a) and under paragraph 74.01(1)(a) of the Act into certain marketing practices of Pathways Alliance (the “**Inquiry**”). Specifically, the Inquiry seeks to determine the facts relating to allegations that the Pathways Alliance has contravened the Act by making false or misleading environmental representations.

A Bureau representative may be in contact with you if further information is required to advance the Inquiry. However, should you have any questions or wish to discuss this matter further, please contact Julie Plourde, Competition Law Officer, by phone at (514) 705-1573 or by e-mail at julie.plourde@cb-bc.gc.ca

Thank you for taking the time to bring this matter to our attention. It is appreciated.

Yours very truly,



Josephine A.L. Palumbo
Deputy Commissioner of Competition
Deceptive Marketing Practices Directorate

c.c.: Kata Rados, Assistant Deputy Commissioner of Competition, Deceptive Marketing Practices Directorate, Competition Bureau Canada

Julie Plourde, Competition Law Officer, Deceptive Marketing Practices Directorate, Competition Bureau Canada