

February 5, 2025

SENT VIA EMAIL

Per Bank
President and CEO, Loblaw Companies

Eric Laflèche
President and CEO, Metro

Michael Medline
President and CEO, Empire Company Limited

Mr. Bank, Mr. Laflèche, Mr. Medline,

Re: Prioritizing Made in Canada goods

I am writing on behalf of Unifor and the thousands of Canadian workers we represent to urge grocery stores owned by Empire, Loblaw and Metro to act in response to the Trump administration's reckless trade war against Canadian workers.

As CEO of a Canadian-owned company, you have a crucial role in supporting our domestic economy and protecting jobs. Unifor is encouraging Canada's grocers to prioritize the purchase of Canadian products and make it easier for shoppers to identify made in Canada goods on your shelves.

The Trump administration's continued threats to impose 25% tariffs on Canadian exports put tens of thousands of jobs at risk across multiple sectors. If action is not taken swiftly, the consequences will be devastating for workers and our economy.

Canadian workers and their families are ready to defend against Trump's tariff threats—and we need Canadian grocers to stand up with us. We ask Empire, Loblaw and Metro to help protect Canadian jobs and support domestic companies.

Unifor is urging your company to:

- Prioritize Canadian suppliers, ensure all private label brands are domestically produced and, where possible, source alternative suppliers for U.S. goods.
- Clearly identify made in Canada goods with distinct signage, including shelf tags, stickers, prominent shelf placement, end of aisle displays, along with flyer and sales promotion to help consumers make informed choices.

Unifor represents more than 11,000 grocery store workers at Canada's grocery chains and thousands more who support the country's food supply, including those in processing, warehouses, and distribution.

As part of our ongoing efforts to support workers in Canada, we are also calling for the government to introduce industrial policies that allow us to make goods here in Canada.

We ask that you assist your customers in their efforts to buy Canadian and support jobs, businesses and communities across our nation.

Sincerely,



Lana Payne
National President

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