

History - 1963-70

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1963 CAC begins war on phosphates in detergents as environment becomes consumer concern

1963 First issue of Canadian Consumer/Le Consommateur bilingual magazine. Six issues per year carry results of products tested by independent labs



1963 International status achieved. CAC becomes member of International Organization of Consumers Unions (IOCU)



1964 After years of advocacy, CAC achieves a restrictive list of safe additives in Canadian food

1964 CAC action leads to regulation for expiry dates on vitamins

1967 Triumph for CAC! Tireless work leads to creation of Department of Consumer & Corporate Affairs Canada Provincial & regional consumer departments follow quickly

1967 CAC work leads to removal of federal sales tax on prescription drugs



1968 CAC's new logo signifies consumers, industry and government must be in balance for good of all

1968 Ahead of its time! CAC examines potential of computer technology as consumer information tool

1970 Success at last! Removal of 12% tax on margarine

1970 Hazardous Products Act: CAC lobbies for Act; achieves safety standards for children's car seats & playpens