

PARALLEL IMPORTATION POLICY

KEY FEATURES:

- First Importers must report on all parallel imports supplied to consumers in the province, regardless of whether the brand owner is also a registered steward.

I. Overview

1. This policy applies to stewards who are first importers and outlines the steward's reporting obligation for "parallel importation."
2. Parallel importation involves goods entering a province from outside of the brand owner's distribution network. Parallel importation is also known as "grey marketing".
3. This policy directs retailers, distributors, e-commerce sellers and others that have imported goods obtained through parallel importation to report all obligated materials resulting from the supply of such goods, regardless of whether the resident brand owner or voluntary steward is listed on the program's list of stewards.

II. Purpose

4. The policy promotes fairness and consistency for all stewards by reducing the amount of unreported obligated material supplied to the market.

III. Scope

5. This policy is effective January 1, 2018 for all stewards meeting their regulatory stewardship obligations with one or more of the following programs:
 - Recycle BC (formerly MMBC);
 - Multi-Materials Stewardship Western (MMSW);
 - Multi-Material Stewardship Manitoba (MMSM);
 - Stewardship Ontario (Blue Box Program and MHSW Program)

IV. Policy

6. When branded goods are imported into the province outside of a resident brand owner's or voluntary steward's distribution network, the brand owner or voluntary steward does not have the necessary information to include any PPP resulting from these parallel imports in its annual steward reports. This results in unreported material entering a province.
7. All first importers of goods must be able to provide evidence that the obligated materials that they supply to the market have been obtained from a registered brand owner's or voluntary steward's distribution network. In the absence of such evidence, the first importer is:
 - (a) deemed to be the obligated steward for all such goods; and
 - (b) required to report all such volumes of obligated materials supplied to consumers in the province regardless of whether the brand owner or voluntary steward is also registered as a steward in the program.