LETTER TO THE EDITOR

**RE: How to receive a $25 Loblaw card after bread price-fixing arrangement**  
I am sending this letter to the Editor to express my dismay on your characterization of price-fixing as an “arrangement”. Like, “if it looks like a duck, quacks like a duck, waddles like a duck - it’s a duck” - fraud is fraud.  
  
We are in a period of time when the abnormal is becoming the norm, and the media has a obligation to use the right linguistics when reporting wrongdoings.   
  
Andrew Faas (former senior executive with the Weston/Loblaw/Shoppers Group; author of ‘[*From Bully to Bull’s-Eye: Move Your Organization Out of the Line of Fire’****,***](http://www.amazon.com/Bully-Bulls-Eye-Move-Your-Organization/dp/0995330107)***;*** and a Public Voices Fellow at Yale University).