

fair prices.

Under Ontario law, it is illegal for businesses and individuals to be “fixing prices (or) charging unconscionable prices for necessary goods, services and resources.”

Such goods include medical masks and surgical gloves used as personal protective equipment (PPE), non-prescription medications to treat coronavirus symptoms, disinfecting and cleaning agents, and personal hygiene products like soap and toilet paper.

Scofflaws face stiff fines ranging from \$750 to \$100,000 plus a year in jail for individuals, \$500,000 and incarceration for company directors or officers, and \$10 million for corporations.

Ford, who was on a campaign-style swing through Bracebridge on Friday, had warned the government would be “coming after” businesses that try to exploit the pandemic.

“Nothing gets me more furious than someone taking advantage of the public that are in desperate need of these items. That hits a nerve when people are being taken advantage of,” he said in March.

“I have zero – zero – tolerance for price gouging. That’s disgusting, absolutely disgusting.”



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