



Ontario Federation of Agriculture

Ontario AgriCentre

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Facts about Energy Retailers

The Ontario Energy Board (OEB) regulates electricity retailers and wholesalers, and persons marketing natural gas to low-volume consumers. All such retailers must be licensed by the Board, and must comply with all the conditions and codes of their licence. These companies often solicit business door-to-door and as this reseller activity increases, we should understand how resellers are required to conduct themselves.

The OEB [Electricity Retailer Code of Conduct](#) and OEB [Gas Marketer Code of Conduct](#) regulate fair marketing practices, disclosures, price comparisons, proper sales staff training and certification, consumer complaints, and confidentiality.

Summary List of Fair Marketing Practices for Retail Customers

A door-to-door salesperson shall:

- give their name and the name of the retailer to the consumer, and state that the retailer is not the consumer's electricity distributor and is not associated with the Ontario Energy Board or the Government of Ontario;
- provide the consumer with a business card that meets the requirements of this Code
- display an identification badge that meets the requirements of this Code;
- state the price to be paid and the term under the contract for the supply of electricity,
- not exert undue pressure on a consumer;
- allow a consumer sufficient opportunity to read all documents provided;
- not make any offer or provide any promotional material to a consumer that is inconsistent with the contract being offered to the consumer; and
- not make any representation or statement that is false or is likely to mislead a consumer.

The Ontario Federation of Agriculture **does not recommend one retailer or marketer** over another. If such a claim is made it is false, so please report it to OFA.

By now, residential, small business and farm customers should see the effects of the Ontario Fair Hydro Plan and associated changes designed to lower monthly bills. This includes a rebate equivalent to provincial HST, expansion of Rural and Remote Rate Protection, reduction in the cost of electricity and removal of socio-economic program costs from rate base. These changes have reduced costs for residential, small businesses and farms over the short term. Annual increases are indexed to the rate of inflation for the next four years. The impact of these changes on your billing should allow you to make a more informed decision on using an energy retailer. See [Ontario Electricity Bill Reductions](#) for more information.

Final note on Global Adjustment costs

Global Adjustment is incorporated into time-of-use and tiered rates and are not shown as a separate line item on the electricity bills of small customers of local utilities. For mid-sized and large businesses, and consumers on retail contracts, the global adjustment will appear as a separate line on their electricity bill.