

Do you qualify for...

US Supplier Diversity Program

Seminar & Tabletop

January 17, 2008
[Royal Executive Inn](#)
Leduc-Nisku, AB



Check the Participation Eligibility section on the next page to determine if you can benefit from the Supplier Diversity Program: a program to accommodate visible minority, women, or Aboriginal-owned agri-food businesses interested in supplying some of the United States' largest retailers.

Supplier Diversity Programs, implemented by retail chains in the U.S., assist certified minority suppliers in bringing their products to the mass-market. Benefits of participating in such program often include a reduction in slotting fees, personal attention from the Supplier Diversity Director, easier entry into supermarket chains, and assistance in securing a distributor to service the chain.

Join this seminar for agri-food exporters!

Are you a visible minority, First Nations or female owned agri-food business? Do you presently supply Canadian mass market chains and would like to expand into the US market? Then, this may be the opportunity for you!

Join us for a full-day session where you will have the opportunity to learn about how Supplier Diversity programs work, how you can get certified as a diversity supplier, and hear from a successful Canadian agri-food diversity supplier. You will also have the opportunity to present your products in a tabletop display and meet one-on-one with Supplier Diversity buyers from several of the largest US retailers.

This one-day educational event will include:

- Information on how Supplier Diversity programs in the US work
- How Canadian agri-food companies can become certified as Diversity Suppliers
- Hear about certified Canadian Diversity Suppliers successfully supplying US chains
- Presentations from Diversity Supplier buyers from some of the top US retailers
- The opportunity to showcase your products in a tabletop display *

* Companies interested in presenting products to the U.S. retailers should contact:

Claire Citeau at 780-722-7103 or Claire.citeau@gov.ab.ca or
Colin Campbell at 780-495-4186 or campbellc@agr.gc.ca.

Canada

Alberta
International, Intergovernmental
and Aboriginal Relations

FOOD
BEVERAGE
CANADA

US Supplier Diversity Program

Seminar & Tabletop

REGISTRATION/ PAYMENT FORM

Where: Royal Executive Inn, 8450 Sparrow Drive, Leduc, Alberta T9E 7G4
Toll Free: 1-888-388-EXEC(3932)

When: Thursday January 17, 2008
8:30AM-4:30PM

Participation Fee: The cost of the seminar is \$100 per company (plus GST). Payment must be received in order to secure participation and there will be no refunds or cancellations after January 8, 2008. Please complete the credit card authorization below. Cheques are to be made payable to Food Beverage Canada.

***Participation Eligibility:** Companies must be able to meet the Diversity Supplier certification criteria

- Company is a minimum of 51% visible minority owned **OR**
- Company is a minimum of 51% First Nations, Inuit or Métis owned **OR**
- Company is a minimum of 51% female owned
- **AND** company is presently supplying a Canadian chain
- **AND** company is export-ready
- **AND** company has the capacity to supply a minimum of 40 US stores

Registration Payment Deadline: January 8, 2008 - Please fax to 780-422-9746

Registration Form			Please fax to 780-422-9746		
Company					
Address					
Products					
Email		Phone		Fax	
Name Representative 1					
Name Representative 2					
* Would you like to present your products to the U.S. retailers?				<input type="checkbox"/> Yes <input type="checkbox"/> No	
Payment		Amex		Visa	
Cardholder Name					
Card Number			Expiry Date		

Credit card payment will be processed by Food Beverage Canada. Receipts will be issued at the seminar.

For further information, please contact Claire Citeau at 780-722-7103 or Claire.citeau@gov.ab.ca or Colin Campbell at 780-495-4186 or campbellc@agr.gc.ca

