

Find out if you qualify for...

The US Supplier Diversity Program

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

JOIN THIS SEMINAR FOR AGRI-FOOD EXPORTERS!

Do you presently supply Canadian mass-market chains and would like to expand into the US market? If you are currently an agri-food business owned by a visible minority, Aboriginal person or woman, then this may be the opportunity for you!

Agriculture and Agri-Food Canada, Foreign Affairs and International Trade Canada, and Food Beverage Canada are hosting a one-day seminar and tabletop on Supplier Diversity programs in the United States.

When: Wednesday, January 16, 2008
8:30am – 4:30pm

Where: Morris J Wosk Centre for Dialogue, ICBC Concourse Level
580 West Hastings Street, Vancouver, BC

Fee: \$100.00

This one-day 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
- Participate in one-on-one meetings with Diversity Supplier buyers from major US chains

For further information, please contact **Emily MacKenzie** at 604-666-1065 or mackenziee@agr.gc.ca.

Supplier Diversity Programs

Seminar & Tabletop



Registration/Payment Form

When: Wednesday, January 16, 2008
8:30am – 4:30pm

Where: Morris J Wosk Centre for Dialogue, ICBC Concourse Level
580 West Hastings Street, Vancouver, BC

Participation Fee: The cost of the program is \$100.00 per participant. Payment must be received in order to secure participation and there will be no refunds for cancellations after January 8, 2008. Due to limited space, please register early. Please complete the credit card payment 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 604-666-7235

Company: _____

Address: _____

City: _____ Postal Code: _____

Email: _____

Tel: _____ Fax: _____

Representative Name: _____ Title: _____

Representative Name: _____ Title: _____

PAYMENT: [] Amex [] Visa

Signature: _____

Cardholder Name: _____

Card Number: _____ Expiry: _____

Credit card payment will be processed by Food Beverage Canada.



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