

The following information is provided strictly for our readers' convenience. Please note that organizations may restrict attendance to some or all of their agenda items. Please contact each organization for more information on programs, agenda items open to non-members, and location. While the Commission endeavours to ensure this information is correct, readers are responsible for confirming its accuracy with individual organizations before making any plans to attend.

Upcoming Annual Meetings and Conventions 2000			
Date	Organization	Telephone	Location
Sept 30-Oct 4	National Dairy Council Annual Meeting	613-238-4116	Jasper, AB
Oct 15-17	Canadian Restaurant and Foodservice Association – Hostex/AGM	416-923-8416	Toronto
Oct 20 & 21	Ontario Sheep Marketing Agency Annual Meeting	519-836-0043	Toronto
Oct 21	Ontario Milk Transport Association Annual Meeting	416-675-0038	Toronto
Oct 22-24	Grocery Innovations Canada - Canadian Council of Grocery Distributors - Canadian Federation of Independent Grocers - Canadian Food Brokers Association - Food and Consumers Products Manufacturers of Canada	800-387-0175	Toronto
Oct 24	Ontario Tomato Seedling Growers' Marketing Board Annual Meeting	519-326-4481	Leamington
Oct 24	Ontario Greenhouse Vegetable Producers' Marketing Board Annual Meeting	519-326-2604	Leamington Ancaster
Oct 26	District One District Two		
Nov 10	Ontario Farm Products Marketing Commission Fall Seminar	519-826-3404	Ingersoll
Nov 21	Canadian Council of Grocery Distributors – Ontario Regional Conference	416-922-6228	Toronto
Nov 27	Ontario Asparagus Growers' Marketing Board Annual Meeting	519-246-1640	Ingersoll
Nov 28	Ontario Bean Producers' Marketing Board Annual Meeting	519-652-3566	Shetland Ilderton Brodhagen Seaforth
Nov 28	District 1		
Nov 28	District 2		
Nov 29	District 3		
Nov 29	District 4		
Nov 30-Dec 1	Ontario Soybean Growers Annual Meeting	519-352-7730	London
Dec 5-6	Ontario Agri Business Association Annual Conference	519-822-3004	Toronto
Dec 6	Ontario Potato Board Annual Meeting	519-846-5553	Cambridge

Register
NOW
for November
Marketing Seminar!
(Details inside)

Fall Seminar to Focus on Marketing Innovations

"If you eat, you're involved in agriculture." Clay Switzer, former OMAFRA Deputy Minister, has this slogan on an oversized plaque, which also displays a giant spoon. The concept comes to mind as OFPMC assembles practical case studies for its annual Fall Seminar. OFPMC's seminar takes the approach that if you are involved in the food business, you need to know what marketing innovations are meeting with success all along the food chain, because they



Jack Allen, US-based Food Industry Alliance

can create opportunities for you. On November 10th, the innovative examples will come from production, processing, distribution and retailing. The first speaker of the day is Jack Allen of the US-based Food Industry Alliance. Mr. Allen is on top of new retailing methods that are generating increased profit margins for producers, processors and grocers. Mr. Allen will discuss marketplace trends and which innovations are successfully building on them. As Mr. Allen reflects, "it used to be if you planted a supermarket anywhere you were a hero. You just waited a few days and houses grew up around it. So the supermarket was the king of the hill. But

now sales are as flat as your livingroom floor while the food service sector will grow 6% this year. My point is, the conventional way of selling your products is falling behind." British Columbia's Jo Ann Sandhu will discuss how the drive to differentiate and

"To say an industry has to certify their practices is a very serious shift."

~ Jo Ann Sandhu

increase profit margins is translating into enabling legislation in her province. Ms. Sandhu is the expert behind the rules which will help west coast farmers and food processors certify 'best management practices' and health claims in order to market more effectively to consumers. During the summer, BC's Agriculture, Food and Fisheries Minister, Corky Evans told the press that, "the Agri-Food Choice and Quality Act will allow industry to develop standards and certify the high quality and

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9th Annual Fall Seminar

Winning Strategies for Increasing Profit Margins and Sales Volumes
Friday, November 10 - Ingersoll, Ontario
(Please see page three for the agenda and registration details.)



New Grocery Network

Distribution & Retailing Database Unveiled

Getting on the shelf just got easier, or at least more understandable, thanks to the joint efforts of the Canadian Council of Grocery Distributors (CCGD-Ontario Region) and OMAFRA's Food Industry Division. The joint project is in response to concerns from producers and processors. The distribution and retailing sectors were hearing that some producers and processors felt it was all uphill when they wanted to discuss ideas with grocery distributors and retailers. For some new entrants it was sometimes as simple as not being able to get the right person or a straight answer on what it was going to take to get some interest from these buyers. CCGD doesn't think this is in anyone's best interest so they teamed up with OMAFRA to work on a fix.

The resulting business-networking web site will be unveiled at the Grocery Showcase Conference in October, and at OFPMC's Fall Seminar, November 10th in Ingersoll.

On November 10, both Justin Sherwood from CCGD and Helen Prinold from OMAFRA will be on hand to demonstrate how it will be of benefit to you and your customers. ■

Fall Seminar to Focus on Marketing Innovations

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outstanding production practices that characterize BC food." These claims are expected to range from 'best management practices' to non-allergenic products.



Jo Ann Sandhu, BC Launches New Certification Legislation

According to Ms. Sandhu, certified product claims are a double-edged sword for producers. In a positive context, it allows product differentiation and through that, a way to target consumer groups who value environmental responsibility or a particular health claim for example. But at the same time, "Canadian farmers have been very successful in marketing their products as generically high quality and wholesome" according to Ms. Sandhu. Now that generic marketing may not work. What unfolds in British Columbia because of this enabling legislation is definitely a trend to monitor. Jo Ann Sandhu's presentation will provide the background motivating the move and reflect on the ramifications as producers and processors strategize over the opportunity to differentiate products with substantiated claims.

E-business is on the beachhead for selling groceries. As a co-founder of Peachtree Network Inc., Bob MacKalski has been directly involved in the creation,

management and promotion of the first grocery portal in North America. As the company's marketing VP, Mr. MacKalski's goal is to bring the convenience of online grocery shopping to key markets in the United States and Canada. They operate North America's largest network of online grocers at their web site, www.PeachtreeNetwork.com.

The Peachtree Network's business model is unique within the online grocery industry. They have steered clear of the heavily capitalized, central distribution concept that has fallen with loud thuds in the e-commerce sector when starved of cash flow. They have avoided the "warehouse



Bob MacKalski, North America's first E-grocer network

model" in favour of strategic alliances with regional grocers who already have the bricks and mortar. It is proving itself to be a profitable and winning model. Think of their system as grocers going online instead of computer technologists trying to become grocers.

Mr. MacKalski's case study is a 'must-hear' for producers and processors who foresee market advantages to the successful evolution of e-grocers. ■

OFPMC Update

Our annual Fall Seminar is open to Directors and Senior Staff of Marketing Boards, Processor Associations and Distribution/Retail Associations.

O n t a r i o F a r m P r o d u c t s M a r k e t i n g C o m m i s s i o n 9 t h A n n u a l F a l l S e m i n a r

Winning Strategies For Increasing Profit Margins and Sales Volume Marketing Food by Differentiation, Innovation and E-Business

- Time: Friday, November 10, 2000 from 9:00 a.m. to 3:00 p.m.
- Location: Elm Hurst Inn, Ingersoll, Ontario
- Fee: \$45 per person includes lunch
- Bonus Offer: Register three participants and bring a fourth person free

About the Workshop

OFPMC's 9th annual Fall Seminar features a strong assembly of innovative marketers from production, processing, distributing and retailing...advice that comes with a track record. The group's diversity is also its value since their innovations all along the food chain can create opportunities for you in your corner of the industry.

The line-up of distinguished speakers includes:

Jack Allen of the U.S.-based Food Industry Alliance who specializes in distribution and retailing strategies. Mr. Allen will show how producers and processors are teaming-up with retailers to maximize profit margins.

Bob MacKalski is the Marketing VP and co-founder of North America's first and longest operating E-grocer business. His Montreal-based company, Peachtree Network Inc, has a winning strategy that is promoting its growth in this new distribution sector. Mr. MacKalski approach shows a definite preference to having grocers go online instead of computer technologists trying to become grocers.

Jo Ann Sandhu is the expert behind new legislation in BC, which gives the green light to producers and processors who want to legitimize special claims about their products ranging from environmental responsibility to health attributes. Ms. Sandhu's presentation will address the research leading up to the new legislation; the plans for how it will work; and the concerns of the industry.

Justin Sherwood of the Canadian Council of Grocery Distributors and **Helen Prinold** from OMAFRA are unveiling a new service to producers and processors aimed at improving the chances of new products and new suppliers getting retail space. Their new online service will be a valuable tool to anyone looking for partnerships with the distribution and retail sectors.



Registration Form

Board/Association _____

Registration Contact Person _____

Names of Registrants		Registration Fees
1.		\$45
2.		\$45
3.		\$45
4.		FREE
5.		\$45
6.		\$45
Total		\$

Made payable to Elm Hurst Inn

Please forward registration and payment no later than November 1st to:
Angela Austin, Ontario Farm Products Marketing Commission, 1Stone Road West, 5th Floor SE., Guelph, Ontario N1G 4Y2
Phone: (519) 826-3437 Fax: (519) 826-3460