

Ontario Farm Products Marketing Commission

N e w s l e t t e r

October 2002 - Issue #98

Grocery Innovations Canada: A Buyer-Seller Marketplace

John Scott is excited about Grocery Innovations Canada and he has good reason. There is nothing else like it in Canada. The food industry event scheduled for late October is happening just a stone's throw from the agricultural heartland of Ontario. If Scott has his way, that proximity will be more than coincidence.

That is why he has sent personal invitations and passes to Ontario's farm leaders from marketing boards to general farm organizations. According to Scott, "Grocery Innovations Canada is intended to be inclusive, not exclusive. It is intended to welcome everybody in the chain."



Scott feels that the retail consolidation of the late 1990's left many stakeholders feeling shutout, disconnected or disadvantaged. "Grocery Innovations Showcase is a

consequence of many industry players and government thinking similar thoughts about the challenges consolidation has created."

As President of the Canadian Federation of Independent Grocers (CFIG), Scott has heard from independent grocers who want to be certain that they continue to have access to all the products they want to carry. He also heard retail consolidation concerns from marketing board directors during a

Commission-sponsored industry seminar last year. At the same time, Scott knows that distributors want to buy from suppliers across Canada but retail consolidation has made it more difficult for buyers to see everybody who wants to see them." So the will was there, but they had to find the way.



John Scott

Since CFGI already owned an event called Grocery Showcase Canada, the

vehicle appeared to be in place that could be recast to achieve broader industry goals.

While the trade show floor is an interesting overview of the food industry's direction in the future and worth the trip alone, there are other new, noteworthy features that have been added.

continued on page 2

In This Issue

Grocery Innovations Canada: A Buyer-Seller Marketplace	1
Electronic Newsletter Available	2
Seminar Registration	3
Branding Production Practices	4
Upcoming Annual Meeting and Conventions	4

Directors' Workshop

OFPMC is sponsoring a Financial Management Seminar for Boards of Directors on November 8th in Guelph. Directors and senior staff from marketing boards and representative associations are invited to participate. Registration information can be found on page three of this newsletter.

Electronic Newsletter Available

Commission Revamps Newsletter Service

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continued from page 1

Grocery Innovations Canada: A Buyer-Seller Marketplace

After a trial run last year, the Buyer-Seller Link Program is establishing itself as a winner for both sellers and buyers. As

John Scott describes it, the Link Program exists, "to make sure that people who have

trouble accessing buyers get a direct interview. Any exhibitor can request a meeting with one of the majors and that meeting will be scheduled for them." In its test run last year, Scott recalls one particular 'Cinderella wedding' between a small manufacturer and a major buyer that would not have happened without the introduction provided by the Buyer-Seller Link Program.

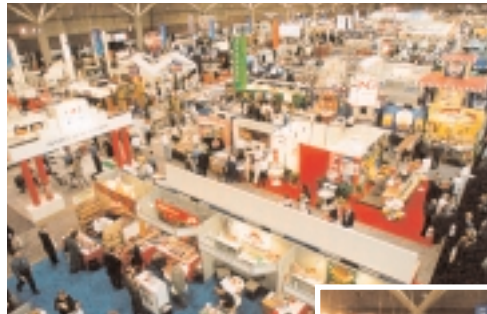
But there were also bumps along the way for the Buyer-Seller Link Program. Speaking of support for the

concept, Scott says, "the buyers will participate all day long. But in our first year, we had some very senior buyers

available with no one booked to see them. It seemed like some suppliers were almost treating it with some degree of suspicion." He is hard pressed to

explain it because "it is a clear opportunity for a supplier to spend some time with senior people without waiting months to get them to

respond to your request for an appointment. But that has changed in the lead up to this year's event. Lots of meetings are already scheduled."



continued on page 4



The doors were opened hundreds of times on September 24th as Ontario Pork showed producers their new headquarters in the south end of Guelph. Five hundred people toured the facility and spoke with directors and staff. Representatives from other marketing boards were also in attendance. The official ribbon cutting was handled by (l to r) Ontario Pork Consumer Marketing Director **Jim Vidoczky**, Guelph City Councillor **Marilyn Shapka**, Ontario Pork Chair **Clare Schlegel** and OMAF Deputy Minister **Frank Ingratta**.

Seminar Registration

Financial Management Seminar for Boards of Directors

When: Friday, November 8, 2002

Where:

Ontario Government Building
Conference Centre
One Stone Road West
Guelph, Ontario

Cost:

\$40 per person including lunch
Please make cheque payable to:
Hospitality Services, University of Guelph

Eligibility:

Directors and Secretary/General
Managers of Marketing Boards
and Representative Associations

About the Seminar:

This one-day seminar is designed to assist directors in the management of the financial responsibilities and liabilities of a board of directors. Course content will include:

- ▶ *Aggressive accounting vs fraud*
- ▶ *Reliance on auditors*
- ▶ *Assessing internal processes*
- ▶ *Developing independent understanding*
- ▶ *Use of audit committees*
- ▶ *Early warning signs*
- ▶ *Developing measures-of-success*
- ▶ *Financial statement clarity & interpretation*

About the Seminar Leader:



Mr. Robin Schwill is uniquely suited to lead this seminar. He knows the subject matter thoroughly and is adept at helping others understand it. Mr. Schwill is both a highly regarded lecturer at York University's Schulich School of Business and a commercial lawyer specializing in insolvency and restructuring with Osler, Hoskin & Harcourt LLP. At the Schulich School of Business he teaches MBA students how to analyze and interpret what financial statements are really saying. He has also lectured on finance and law for the Credit Institute of Canada. In his commercial law practice, Mr. Schwill has been involved in public insolvency matters with a long list of companies such as Canadian Airlines and Eatons.

OFPMC Seminar Registration Form

Board/Association: _____

Address: _____

City: _____

Province: _____

Postal Code: _____

Phone: _____

Fax: _____

Contact Person Co-ordinating Registration: _____

E-Mail: _____

Names of Registrants

1. _____

4. _____

2. _____

5. _____

3. _____

6. _____

- ▶ Please make cheques payable to "Hospitality Services, University of Guelph." While OFPMC is pleased to sponsor the course content for the benefit of Ontario's marketing boards and associations, your registration fee helps us offset the food and hospitality costs for the event.
- ▶ Please forward your registration and cheque(s) no later than October 25, 2002, to:
Doreen Hardie, Ontario Farm Products Marketing Commission, One Stone Road West, 5th Floor, Guelph, Ontario N1G 4Y2
Phone: (519) 826-3437 Fax: (519) 826-3400

Ontario Farm Products Marketing Commission

Grocery Innovations Canada

continued from page 2

The same enthusiasm is shaping up for another special feature, the Innovations Stage. This is a demonstration stage which exhibitors can book at the show as long as they have a “truly innovative product. It can’t be the latest new mustard,” according to Scott. As of late September, it was booked solid.

Grocery Innovations Canada also takes people on the road during their Super Store Tours. Participants board a bus and go to four of the most innovative stores in the Toronto area. The group is hosted at each site and shown what is making waves at each store. In Scott’s opinion, “people will see things they have never seen before.”

In closing, the one thing that John Scott wanted to stress more than anything else is the effort going into making Grocery Innovations Canada an inclusive event. Does he think he has done a good job getting this message to farm leaders? In his own estimation, not as well as he’d like. “Admittedly, the convention part of our programming is probably not something that is going to excite a lot of farm leaders but the trade show floor, the Buyer-Seller Link Program and the Super Store Tours should be. But am I pitching it well? I’d like to do it better because we need ways to have a better dialogue,” in our industry.

Grocery Innovations Canada runs from October 27th to 29th at the Metro Toronto Convention Centre. You can get more information and register online at <www.groceryinnovations.com> or call (416) 492-2311. ■

Branding Production Practices

Branding Production Practices is the theme for the 10th Annual Industry Seminar being hosted by OFPMC at the Elm Hurst Inn on December 10th. Speakers will discuss programs they have used to “brand” their commodities through specific production practices and seek greater returns for the producer. We’ll also get a retail grocery perspective on the effects of branding commodities. Ontario Pork’s Field to Fork program will be profiled for its effect on consumer opinion. Global interest in

the SQF 2000 program which certifies both quality and food safety will be examined for its effect on producers and processors looking to get an edge in the marketplace. The agenda will also include a look at what happened to the global tuna industry when an environmental group spearheaded production changes that lead to the “dolphin friendly” labeling of that food.

More details and registration information will available in the November newsletter. ■

Upcoming Annual Meetings and Conventions 2002

Date	Organization	Location	Telephone
Oct. 20-22	Canadian Restaurant and Foodservice Association – Hostex 2002	Toronto	(416) 923-8416
Oct. 22	Ontario Tomato Seedling Growers' Marketing Board. - Annual Meeting	Leamington	(519) 326-4481
Oct. 25-26	Ontario Sheep Marketing Agency - Annual Meeting	Guelph	(519) 836-0043
Oct. 27-29	Canadian Federation of Independent Grocers - Grocery Innovations Canada	Toronto	(416) 492-2311
	Ontario Greenhouse Vegetable Growers		(519) 326-2604
Oct. 29	District One	Leamington	
Oct. 30	District Two	Ancaster	
Nov. 8	Ontario Farm Products Marketing Commission - Financial Management Seminar for Boards of Directors	Guelph	(519) 826-3404
Nov. 19	Canadian Council of Grocery Distributors – Ontario Conference	Toronto	(416) 922-6228
Nov. 23	Ontario Asparagus Growers' Marketing Board – Annual Meeting	Ingersoll	(519) 246-1640

This 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. ■

Ontario Farm Products Marketing Commission

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For more information about this newsletter please email us at graham.howe@omaf.gov.on.ca

This newsletter is available on our website <www.gov.on.ca/OMAF/english/farmproducts/index.html>

