



local
PRODUCT

SELL TO US GUIDE

Co-op has a long tradition of sourcing local food items and supporting local farmers, ranchers and producers who grow, raise and produce our food. By supporting each other, we are providing top-quality local products to our customers and strengthening the communities in which we live.

Co-op and Federated Co-operatives Limited (FCL) have partnered to create this guide as a resource for local farmers, ranchers and producers. FCL provides your Co-op and about 170 other retail Co-ops across Western Canada (collectively called the Co-operative Retailing System or CRS) with central wholesaling and marketing support. One of FCL's business units The Grocery People (TGP) manages FCL's supply of fresh fruit and vegetables across the system.

We understand the challenges and opportunities of being a local business. This *Sell To Us Guide* provides helpful information on how to navigate through Co-op's distribution and marketing channels, landing your product in CO-OP® Food Stores across our system.

Your first step will be to contact the Category Manager responsible for the area to which your product would apply and consider the information noted below.

WHAT YOUR PRODUCT MAY NEED:

- Food safety assurance
- Liability insurance
- CanadaGAP certification
- Ingredient labelling
- Nutrition panel
- Universal Product Code (UPC)
- Distributor or delivery capability

FOOD SAFETY ASSURANCE

The safety of food products sold and distributed by FCL is a high priority. All suppliers must follow food safety programs that at least meet minimum industry standards and regulations. These programs need to be documented and consider food handling and preparation, packaging, distribution and recall procedures.

Our team will follow up with suppliers to ensure facilities are meeting our food safety expectations. Evidence of food safety programs and inspections must be provided prior to any agreements.

LIABILITY INSURANCE

Suppliers have the responsibility of ensuring they maintain the appropriate level of liability and recall insurance. They must provide evidence of insurance prior to any agreement.

INGREDIENT LABELLING/NUTRITION PANEL

In Canada, all prepackaged foods with more than one ingredient require an ingredient list on the label. Ingredient lists must also comply with allergen declarations. As well, nutrition facts tables are mandatory for most prepackaged food.

Suppliers must ensure they are familiar with all regulations and requirements in the jurisdictions in which they sell their products. All products sold at Co-op must meet these specific requirements.

For more information on labelling, please check with the Canadian Food Inspection Agency (CFIA) or your local regulatory agency.

UNIVERSAL PRODUCT CODE (UPC)

Most products sold in the CRS require a UPC code. This code allows clerks to scan the item at the point of sale and also allows Co-op to track item sales and profitability. Please check with the appropriate contact to determine whether your product requires a UPC. In some cases, such as Produce bulk product, a Price Look-Up (PLU) code will need to be assigned. Codes can be obtained from plucodes.com and are to be confirmed with TGP or your local Co-op prior to producing stickers.

DISTRIBUTION OR DELIVERY CAPABILITY

FCL operates four distribution centres across Western Canada, in Edmonton, Calgary, Saskatoon and Winnipeg. All products must be distributed to these centres or be delivered direct to store. If you don't have a distributor, FCL may recommend some possibilities for you. Please contact a member of our Category Management team as listed on the following pages to get started. All suppliers must have processes in place that provide traceability information upon request.

GROCERY, FROZEN FOOD AND DAIRY

From condiments to coffee snacks to cereal, we are looking for general grocery items with a focus on local. We will give special consideration to local items that are organic and natural or have an ethnic flavour.

FCL Contact: Category Development Manager

Name: Tim Lalach

Phone: 306-649-5129

Email: tim.lalach@fcl.crs

HEALTH AND BEAUTY CARE

From skin care to herbal supplements, we are looking for local products that meet our requirements. We will give special consideration to local items that are organic and natural or have a health and wellness component to them.

FCL Contact: Category Development Manager

Name: Tim Lalach

Phone: 306-649-5129

Email: tim.lalach@fcl.crs



BAKERY

Co-op aims to be Western Canada's finest provider of artisan-style bakery products. To guarantee freshness, we bake our bread and rolls daily in our stores.

High-quality ingredients are a prime requirement, as we strive to ensure consistent delivery of fresh and superior bakery products to our customers. We seek local opportunities to purchase top-quality ingredients from vendors across Western Canada. All flour used in our bakeries comes from local mills across Western Canada. The shortening and oils we use originate from local canola, which is crushed and processed in Western Canada.

We seek local businesses that can provide unique products and ingredients, allowing us to differentiate our business from others in the market. To reach this goal, we are actively working to grow our selection of gluten-free bakery products.

FCL Contact: Bakery Category Manager

Name: Issa Khokhar

Phone: 306-649-5621

Email: issa.khokhar@fcl.crs

DELI PREPARED

Co-op's promise to members and customers is high-quality products and services at competitive prices. In an effort to achieve this mission, our delicatessens provide high-quality, on-the-go meal solutions for our guests.

FCL Contact: Deli Prepared Foods Category Manager

Name: Stacey Laing

Phone: 306-649-5618

Email: stacey.laing@fcl.crs

CHEESE AND MEAT

We are proud supporters of the Dairy Farmers of Canada. Our business offers an array of Canadian cheeses produced throughout the country, and we ensure freshness by providing each region with local cheese products. Manitoba, British Columbia and southern Alberta offer local cheeses such as Bothwell, Paradise Island and Rocky Mountain, respectively. Our delicatessens strive to offer locally produced ingredients and products, and we presently sell nearly all Canadian meats.

FCL Contact: Deli/Cheese Category Manager

Name: Spencer Laprairie

Phone: 306-649-5624

Email: spencer.laprairie@fcl.crs

PROCESSED MEAT AND FROZEN MEAT

We are always looking for opportunities to create local partnerships, and we seek high-quality meats from local businesses that can provide unique products allowing us to differentiate our business from others in the market. To ensure that food safety is maintained, all potential vendors must provide food safety and inspection documentation.

FCL Contact: Processed Meat and Frozen Meat Category Manager

Name: Jessica Niekamp

Phone: 306-649-5617

Email: jessica.niekamp@fcl.crs

FRESH MEAT AND SEAFOOD

We are proud to support local farmers by offering our customers the finest hand-cut beef raised solely in communities across Western Canada. All our fresh beef, pork and chicken are raised in the West. Our Co-op butchers hand-cut, trim and prepare these meats.

We are reeling in the solution with sustainable seafood and ocean-friendly alternatives. Our partners will share our values of sustainably catching or farming seafood.



We are actively sourcing seafood that offer customers alternatives to current items that do not meet sustainability criteria.

FCL Contact: Fresh Meat and Seafood Category Manager

Name: Dave Thomson

Phone: 306-244-3147

Email: david.thomson@fcl.crs

PRODUCE

We value top-quality produce in our stores and focus on consistently offering fresh, unique and certified products.

In compliance with the Safe Food for Canadian Regulations, Co-op actively participates in the Global Food Safety Initiative (GFSI), which provides a benchmark for food safety in produce products. All produce we purchase must be Certified to a GFSI Food Safety Program.

TGP contact:

Name: Lindsay Young

Phone: 403-531-6697

Email: Lindsay.Young@fcl.crs

FLORAL

Our floral department seeks a variety of products including top-quality cut filler and local flowers, branches, pods, greens, fresh floral bouquets, straight flower bunches and tropicals by the stem. We also offer landscape plants, planters, vegetable starts, baskets and holiday wreaths.

FCL Contact: Floral Category Manager

Name: Bonny Hegg

Phone: 403-387-9240

Email: Bonny.Hegg@fcl.crs

RECALL PROCESS BY VENDOR

All suppliers selling to Co-op are expected to implement recall procedures that meet CFIA guidelines.

Co-op will treat any product issues that involve the CFIA as a product recall and send out as such. Product issues such as quality concerns that pose no health risks and is not a legislative violation will be treated as a withdrawal.

Suppliers must communicate product recalls to FCL/TGP as soon as they are aware of an issue. The information communicated must include the following:

- Type of action recall or supplier withdrawal (as per definition above)
- CFIA recall classification (product recalls only)
- Manufacturer name
- Product description
- UPC
- Code dating or identification numbers on package and case
- Reason for withdrawal or recall
- Distribution list (distribution centres affected)
- Return/disposal instructions
- Contact for distribution centres in cases that involve distribution-centre pickup

All recalls and withdrawals will be subject to an administration charge of \$2,500.00.



FCL CONTACT FOR RECALLS AND WITHDRAWALS

During normal business hours of Monday to Friday (8:00 a.m. – 4:30 p.m. CST), recalls and withdrawals should be sent to the following Grocery Procurement Manager, the buyer responsible for buying the supplier's product, and the Food Safety Manager:

Randy Seifert (Grocery Procurement Manager): 306-244-3232 or 306-291-4419

After business hours, direct recalls to the following:

Lisa Sparrow-Moellenbeck (Food Safety Manager) 306-260-0636 or lisa.sparrow-moellenbeck@fcl.crs

Ron Welke (Associate Vice-President, Food): 306-220-6297 or ron.welke@fcl.crs

