

FOREWORD

This 'Manual on Selling to Food Service Distributors' was prepared for British Columbia food producers and processors. It is intended to help your businesses to expand and prosper by understanding and entering (or growing within) the food service market.

The principles laid out in this document are based on significant research and analysis undertaken by Novacorp Consulting Inc. of Vancouver. It is as accurate and reflective of the industry as is possible within the scope of the work and the date it was prepared (April-2006). The preparation of this 'manual' was commissioned by the B.C. Ministry of Agriculture and Lands.

The Ministry hopes that the guidelines and information set forth, herein, will be useful to the food producing industry in the province. In particular, the manual is intended to help small and medium-sized food producers and processors in the British Columbia to capitalize on opportunities to market and distribute their products effectively.

This 'food service distributor' marketing manual provides information and guidelines which should help B.C. producers and processors sell your products to the food service sector. While "food service distributors" are an intermediary connection between producers/processors and hotels, restaurants, and institutions, they serve a very important role in the distribution and marketing process (accounting for some 90% of food service sales within British Columbia).

The Ministry of Agriculture and Lands encourages you to review the information and guidelines provided in this manual and, as appropriate to your business philosophies and requirements, to take advantage of the material presented to further your important marketing and business initiatives to the food service sector.

For additional information on Government of British Columbia efforts to support and expand the food growing, production and processing industry in the province, we encourage you to contact the Ministry at the following co-ordinates:

British Columbia Ministry of Agriculture and Lands
Industry Competitiveness Branch
808 Douglas Street – PO Box 9120 Stn Prov Govt
Victoria, British Columbia, V8W 9B4