

# HOW TO SELL TO MAJOR FOOD RETAILERS IN BRITISH COLUMBIA

## 1.0 INTRODUCTION

The purpose of this guide is to provide British Columbia food, fish and beverage producers and processors with information that will assist them in securing business with major food retailers. This guide will identify the steps and procedures involved in getting fresh, processed and packed food and beverage products listed with major food retailers.

The British Columbia Ministry of Agriculture and Lands (BCMAL) has designed this guide to be used as a resource tool for operators of small to medium-sized businesses with a focus to new entrants planning to reach British Columbia consumers through mainstream food retail stores. Considerable effort has been made to ensure the accuracy of the information through extensive industry consultations. However, owing to the dynamics and the scope of the food production and retailing sector, the information presented here may not represent all facets of the sector as comprehensively as desired. If you would like further information, please contact:

Industry Competitiveness Branch  
BC Ministry of Agriculture and Lands  
PO Box 9120 Stn Prov Gov  
Victoria BC V8W 9B4  
Tel: 250 356-2944  
Fax: 250 356-2949  
<http://www.agf.gov.bc.ca/indcomp/index.htm>

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