



Saskatchewan
GROCERY RETAIL & FOODSERVICE
VALUE CHAIN INITIATIVE

*Adapting to Consumers Demands and
 Capturing New Market Opportunities*

Canada

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AGRICULTURE COUNCIL
 OF SASKATCHEWAN INC.

Agriculture and
 Agri-Food Canada

Agriculture et
 Agroalimentaire Canada



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The Saskatchewan Grocery Retail and Foodservice Value Chain Initiative is funded by Agriculture and Agri-Food Canada (AAFC) through the Canadian Agricultural Adaptation Program (CAAP). The Initiative was launched by the Agriculture Council of Saskatchewan (ACS) Inc. with the vision of encouraging and assisting Saskatchewan's agri-food industry to become more competitive and provide solutions for today's consumer, providing value added products within value chain development. The program has identified three key areas to assist in the growth of Saskatchewan's agri-food industry.

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Saskatchewan Grocery Retail Value Chain Program

Illustrating today's grocery retail industry with a series of 12 guides, industry conference calls with Canadian grocery retail consultants and implementing the Saskatchewan Retail Grocery Roundtables.



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Saskatchewan Foodservice Value Chain Program

Illustrating today's foodservice industry with a series of five guides, industry conference calls with Canadian foodservice consultants and implementing the new Saskatchewan Foodservice Roundtables.



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Saskatchewan Agri-Food Concept Evaluation

The program, which is funded by AAFC through CAAP, is a partnership with the University of Saskatchewan's College of Agriculture and Bioresources. This program will provide opportunities for Saskatchewan agriculture and agri-food companies to request marketing and/or business plans.



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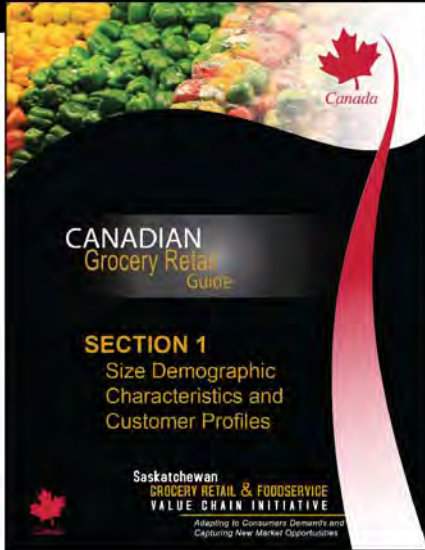
The Saskatchewan Grocery Retail & Foodservice Value Chain Initiative offers facilitated group sessions and coaching services for agri-food groups and individuals wishing to move to a value-driven business model.



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SECTION 1
Size Demographic
Characteristics and
Customer Profiles

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Section 1

**Size Demographic
Characteristics and
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**Brand Building and
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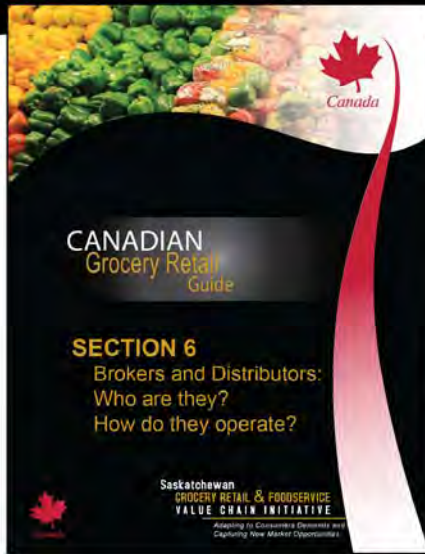
Section 5

**Sales Strategies for
the Grocery Industry
by Market Channel
or Segment**

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Section 6

**Brokers
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Who are they?
How do they
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SECTION 7
Grocery Industry
"Supplier" Based
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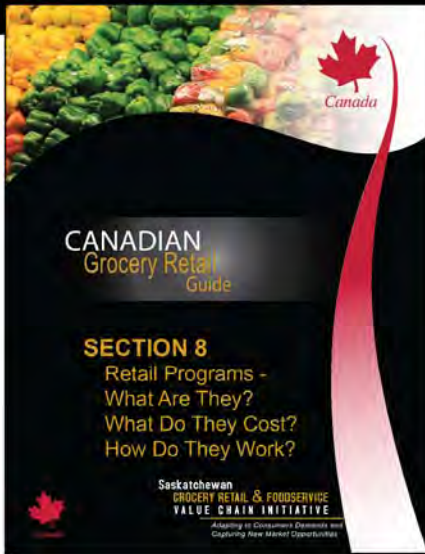
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**Grocery Industry
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Section 8

**Retail Programs -
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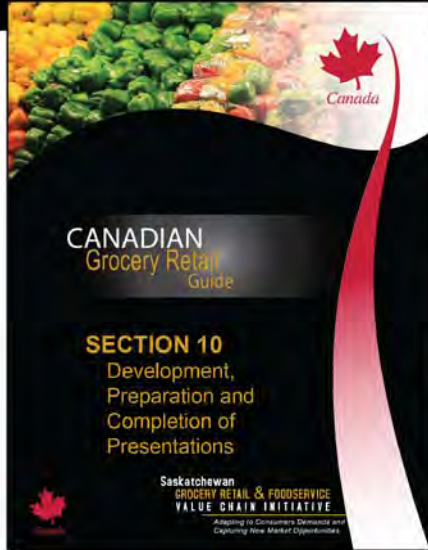


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Section 10
**Development,
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SECTION 11
Promotional Programs
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Support

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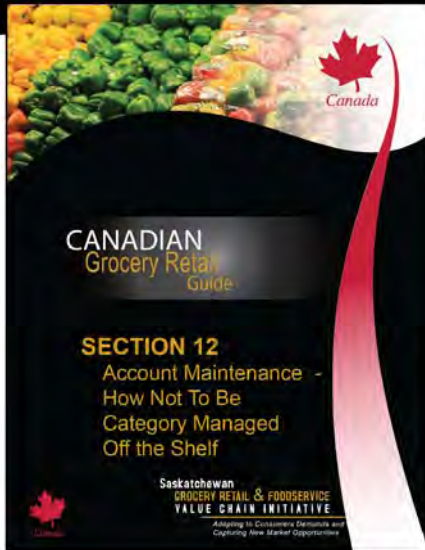
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**Promotional
Programs and
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SECTION 12
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**Account
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Section 1
Scope and Scale

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Section 2
**Industry Trends:
Key Drivers**

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Section 3

**Understanding the
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Section 5
**Selling to the
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**Agriculture and
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Evaluation Program**

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The Agriculture Council of Saskatchewan Inc. (ACS) and the University of Saskatchewan's College of Agriculture and Bioresources, Department of Bioresource Policy, Business and Economics, is introducing the Saskatchewan Agri-Food Concept Evaluation Program. This program will provide opportunities for Saskatchewan agriculture and agri-food companies to request a preliminary business plan and/or conceptual marketing plan. The plans will be developed with the assistance of a team of agribusiness students, evaluating possible concepts or marketing initiatives.

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For additional information pertaining to the Saskatchewan Grocery Retail and Foodservice Value Chain Initiative, please contact:

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