



Ottawa May 26 - 28, 2007
Ottawa, du 26 au 28 mai 2007



Canadian
Council of
Grocery
Distributors

Conseil
canadien des
distributeurs en
alimentation

FCPC
Food & Consumer
Products of Canada

PACC
Produits alimentaires et de
consommation du Canada

FOR IMMEDIATE RELEASE

WHAT'S "IN-STORE" FOR CANADA'S FOOD, BEVERAGE AND CONSUMER PRODUCTS INDUSTRY? Leaders Converge on Ottawa With An "i" on the World

May 26, 2007, Ottawa, ON — Senior leaders from across Canada's grocery manufacturing and retailing industries are gathering in Ottawa to contemplate the challenges and opportunities that international economies, consumer, workforce and technological changes will bring to their industry. Nearly 1,000 delegates are attending the annual National Grocery Conference co-presented by the Canadian Council of Grocery Distributors (CCGD) and Food & Consumer Products of Canada (FCPC) taking place at the Ottawa Congress Centre May 26-May 28. Aptly named "*An 'i' On the World*", the conference will feature leading experts from Europe, the US and Canada whose insights stand to impact future innovations around where and how we shop and what we buy. 2007 marks the third annual joint National Grocery Conference between the two associations whose respective memberships represent approximately \$24 billion in manufacturing GDP, manufacturing shipments worth \$86 billion and \$72 billion in retail grocery sales.¹ The event will also see the associations compete in an 'activity-based' challenge cheered on by ParticipACTION and the announcement of the winners of the Grand Prix New Product Awards™ from several hundred new product introductions this past year.

"In an increasingly global marketplace and in such a multi-cultural country, our members are looking to bring forward new ideas and concepts that will meet the unique shopping needs of Canadians in regions across the country," says Nick Jennery, President, CCGD, the national not-for-profit association is committed to advancing and promoting the grocery industry in Canada. "Certainly Canada is a hub for many innovations, but there are also many new ideas, store formats and consumer-centered solutions that we can learn from to enhance our operations both behind the scenes and facing the consumer in-store," he adds.

"Canadians are looking for convenient, safe and novel quality products and Canada's manufacturers are focused on delivering. You need look no further than the local store to see the number of successful new product innovations brought to the market each year ranging from a score of healthier for you products to specialty products designed to meet specific consumer needs be they cultural, lifestyle or health related," says Nancy Croitoru, President and CEO of FCPC, the national industry association that represents nearly 100 companies ranging from small independently and privately-owned companies to large, global multinationals - all of whom manufacture and distribute in Canada. "This conference

underscores the commitment among Canadian manufacturers to leave no stone unturned when it comes to bringing innovation to this market," she adds. - more -

Business sessions will take place on Sunday and Monday and cover topics as presented by:

Sunday, May 27, 2007

- Jean-Jacques Vandenheede European Retail Services, The Nielsen Company, Belgium, *Realities of a Value Driven Retail World*
- Frank O'Dea, Second Cup cofounder, *Introducing Blue Ocean Strategy*
- Stephen Covey Jr., Author of "*The Speed of Trust*"
- Rick Mercer, *My Adventures in Canadian Television*

Monday, May 28, 2007

- Tim McGuire, McKinsey & Company, *Ten Trends Shaping the Future Business Landscape*
- Nora Lee, Author of the Book "*The Mom Factor: What Really Drives Where We Shop, Eat, and Play*"
- Jim Carroll, international futurist, trends, innovation expert and author, *Faster is the New Fast: Innovating for the New High Velocity Customer*
- Joey Reiman Founder, Thinker & CEO BrightHouse, Adjunct professor Goizueta Business School, Emory University, Author, *Thinking for a Living, The Most Powerful Idea in the World*

Reflecting industry's widespread commitment to helping Canadians embrace healthy active living, the conference will also see delegates from CCGD and from FCPC don pedometers to track which 'group' is the most active during the conference. The new President and CEO of PartcipACTION, Kelly Murumets will be on hand to deliver remarks and motivate the delegates in their challenge. "We're excited to be a part of the **'I on the World Conference'**. Our vision is to work with partners like the CCGD and FCPC to lead Canadians to be the most physically active people on earth." said Murumets. Additionally, the event will include the presentation of the Grand Prix New Product Awards™. Winners are selected from several hundred new food, beverage and consumer product introductions each year.

The Canadian Council of Grocery Distributors (CCGD) is a not-for-profit organization committed to advancing and promoting the grocery and foodservice distribution industry in Canada, at both the regional and national level. The food distribution industry is Canada's second largest commercial sector. CCGD member sales represent \$72 billion in retail and \$12 billion in foodservice. Members employ over 428,000 Canadians, and represent over 85% of all grocery (i.e. food, non-food, non-alcoholic beverages) distribution sales in Canada.

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Food & Consumer Products of Canada (FCPC) is the largest industry association representing Canadian-operated food, beverage and consumer product companies that make and market retailer and national brands sold through grocery, drug, mass, club, convenience, foodservice distributors and operators. In 2005, the industry employed 291,000 Canadians across the country, making it the largest employer in the Canadian manufacturing sector, and generated \$24 billion annually in GDP (13% of the Manufacturing Gross Domestic Product). On an annual basis, the industry donates an estimated \$100 million to charitable causes and over 5 million bags of groceries to food banks in Canada. The industry has a record of embracing world-class regulatory standards and is governed by 442 federal and provincial pieces of legislation, as well as thousands of regulations and self-imposed standards.

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Please note: All media must be registered for the event in advance and interviews must be pre-booked.

ⁱ Source: CCGD and FCPC: State of the Food and Consumer Products Industry December 2006.