

Saskatchewan GROCERY RETAIL & FOODSERVICE VALUE CHAIN INITIATIVE

NEWS RELEASE

Go-to-Market Template a new tool for Saskatchewan's foodservice industry

Saskatoon, SK (June 3, 2012) The Agriculture Council of Saskatchewan (ACS) Inc., through the Saskatchewan Grocery Retail and Foodservice Value Chain Initiative has created the Foodservice Go-to-Market Template. This template is another in a series of tools that support the agriculture and agri-food industry, developing the capacity of food growers and processors, allowing them to enter the foodservice industry.

The purpose of the Foodservice Go-to-Market Template is to provide food growers and processors with a better understanding of the Foodservice Industry and how to tap into business opportunities within it. The Template is designed to be used in the agri-food sector, including growers and processors of grain, beef, produce, pork, seafood, poultry and dairy products.

"This template is the first of its kind in Canada," said Value Chain Specialist Bryan Kosteroski. "We heard through our conference calls and roundtables that there was a need for this information, and this gives the structure for producers to enter the marketplace. It fills a gap in the industry."

The template, which is now available at saskvaluechain.ca, consists of three documents:

1. Go-to-Market plan template
2. Calculation and workbook template
3. User manual

The Template is part of series of industry guides, developed through the Saskatchewan Grocery Retail and Foodservice Value Chain Initiative, designed to help users understand their roles and opportunities within the Canadian foodservice and retail industries. Users are encouraged to review the five Foodservice Guides and the Foodservice Private Label Guide before using the Template.

The Template was developed by foodservice consultants through fsSTRATEGY Inc., an alliance of senior consultants focusing on business strategy support - research, analysis, innovations and implementation - for the foodservice industry and has extensive consulting experience in foodservice across Canada.

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