

# 5 “SOCIAL LICENSE” QUESTIONS TO GET LISTED IN GROCERY CHAINS



**FOOD**  
DISTRIBUTION GUY

Want to get listed and stay listed  
in Grocery Stores?  
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who can help.

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*There was a time when it was just a formality that your brand would get listed in Canada's \$120B dollar grocery sector. How times have changed. Not only must your brand be unique and have a marketing plan, but now, you must answer the following 5 "Social License" questions. Regardless of how unique your brand may be your answers to these questions could impact whether you get listed in Canada's grocery sector.*



## 5 "SOCIAL LICENSE" QUESTIONS TO GET LISTED IN GROCERY CHAINS

### 1. What harm was brought to animals during the manufacturing process?

The millennial sector and PETA (People for the Ethical Treatment of Animals) has being forth right in identifying the in-humane ways animals are treated. They have brought to light the cruelty animals in factory farms face from being stuffed in wire cages and metal crates to the antibiotics used to make animals grow faster and to keep them alive in unsanitary conditions. Consumers and retailers now seek brands that treat animals humanely. For instance, Loblaw, Metro, Sobeys and Walmart have committed to 100% cage-free eggs in stores by end of 2025.

*What has your organization done to ensure animals are treated humanely during the manufacturing process?*



## 2. What is your manufacturing facilities industry recognized credentials?

Canadian grocery retailers and distributors are starting to pay closer attention to where the products they list are manufactured and what their industry recognized credentials are. For instance, is the facility GMP certified? Good Manufacturing Practice (GMP) guidelines provide guidance for manufacturing, testing, and quality assurance in order to ensure that a food item is safe for human consumption. Many countries including Canada have legislated that food manufacturers follow GMP procedures and create their own GMP guidelines. If you would like to manufacture a retailers' in-house brand, the facility must be GFSI (Global Food Safety Initiative) certified. Managed by the international trade association, the consumer goods forum, the GFSI maintains a scheme to benchmark food safety standards for manufacturers. Another industry recognized credential is HACCP (Hazard Analysis Critical Control Points). HACCP is a food safety management system.



*What are your facilities industries recognized credentials?*

## 3. What are your products health attributes?

Consumers seek healthier food options for themselves and their families, whereby they are paying closer attention to the ingredients on the labels of the products they purchase. The top 4 most important ingredient levels Canadian consumers look for on the label include: 1. Calories, 2. Sodium, 3. Sugar, and 4. Fat. Retailers and consumers also demand food products be GMO free and do not include artificial flavours or colours. Additional health product attributes consumers seek include:

1. Gluten Free
2. Organic
3. Peanut / Nut free.

*How healthy are your products?*



**Gluten free**

## 4. What is the location of your manufacturing facilities?

Greenhouse gas emissions are a global trend. Everyone is looking for a way to reduce their carbon food print including grocery retailers. Today, Canadian retailers seek when available, fresh produce from local farmers. This is to 1. Support Canadian farmers and 2. Help



reduce green house gas emissions. Though Canadian retailers will list products manufactured outside of Canada, The new saying is “Local is Best”.

*Where are your manufacturing facilities located?*

## 5. Does your brand support Fairtrade in any capacity?

Fairtrade is a social movement where the stated objective is to help producers in developing countries to achieve better trading conditions and to promote sustainability. Advocates of the movement, including Canadian retailers, support the payment of higher prices to producers and exporters that in turn help improve social conditions for their citizens. Most of the focus is on products or ingredients that are typically exported from developing countries to developed countries. Fairtrade Canada ([www.fairtrade.ca](http://www.fairtrade.ca)) is the national certifier of Fairtrade products in Canada and licenses products to use the Fairtrade certification mark upon meeting international Fairtrade standards. According to Fairtrade International’s annual report (2014-2015), 1.5M citizens across 74 countries are benefiting from increased Fairtrade sales. Redpath Sugar is now Fairtrade certified.



*Is Your Organization Supporting Fairtrade?*

If you can provide concrete answers to these 5 questions at the time you make your presentation, you are one-step ahead of the competition and much more likely to get distribution and stay listed in grocery stores. For more help on getting and staying listed, connect with me on LinkedIn (richardecbaker) or tweet me on twitter (@GRMS\_Richard)



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