



**MENTORSHIP PROGRAM**  
**Application**  
 (Commercially Confidential when complete)

**Company Name:** \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Secondary Contact Name  
 (if primary not available) \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Company Information:** Sole Proprietor: \_\_\_\_\_ Partnership: \_\_\_\_\_ Corporation: \_\_\_\_\_ Year: \_\_\_\_\_

Number of Employees: Full-time \_\_\_\_\_ Part-time \_\_\_\_\_ Other \_\_\_\_\_

Sales in last year: <\$50,000 \_\_\_\_\_ \$50,000 - 100,000 \_\_\_\_\_ \$100,000 - 500,000 \_\_\_\_\_  
 \$500,000 – 1M \_\_\_\_\_ \$1 – 5M \_\_\_\_\_ \$5 – 10M \_\_\_\_\_ >\$10M \_\_\_\_\_

**Mentorship Information:**

- 1.** Is your company *currently* exporting? Yes \_\_\_\_\_ No \_\_\_\_\_
- If so, what were your export sales in past year? Amount \$ \_\_\_\_\_ Percentage of total sales: \_\_\_\_\_ %
- What product(s)/HS code(s)? \_\_\_\_\_
- \_\_\_\_\_
- Which country(s)? \_\_\_\_\_
- What product type/outlet? (i.e. retail, food service, private label) \_\_\_\_\_
- How long have you been in above export market(s)? \_\_\_\_\_ years
- 2.** What are your company's export *objectives* and what does your company *expect to achieve* through participation in the Mentorship Program? \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- 2.b** Are these objectives sanctioned by senior management in your company? Yes \_\_\_ No \_\_\_ Please provide name, position and date: \_\_\_\_\_
- 2.c** Within what timeframe does your company wish to achieve these objectives? \_\_\_\_\_
- 2.d** What product(s)/HS code(s)? \_\_\_\_\_
- \_\_\_\_\_
- 2.e** Which country(s)? \_\_\_\_\_
- 2.f** What product type/outlet (i.e. retail, food service, private label)? \_\_\_\_\_

**3.** Has your company experienced export challenges or obstacles in the past? Yes \_\_\_ No \_\_\_ If yes, please provide details. \_\_\_\_\_

**4.** Does your company have suggestions about what assistance would be most useful to reach its export objectives (i.e. market research, market entry strategy, market access/foreign government regulations, foreign label requirements presentations to buyers/distributors, production capabilities, export preparation, distribution channels, legal requirements, food safety requirements, unique market requirements, investment path finding, etc.)? \_\_\_\_\_

**5.** Has your company previously or currently requested/received outside export advisory and/or financial assistance? Yes \_\_\_ No \_\_\_ If yes, please describe. \_\_\_\_\_

**5.b** From what source (i.e. private consultant, parent organization, federal/provincial/municipal government, etc.)? \_\_\_\_\_

**5.c** Please provide details regarding outcome. \_\_\_\_\_

**6.** Please provide any other information that will assist FBC to match your company and its objectives with appropriate members of the mentorship team. \_\_\_\_\_

**Fee Structure:**

**Non-Refundable Program Application Fee:** (\$350 + 17.50 GST)..... **\$367.50**

**Participation Cost:** Will be assessed on an individual basis after review of your company's export objectives, history, and review by mentorship team. This cost will be conveyed to you as part of the assessment report upon completion of the application review.

**Payment Details:**

Credit Card (preferable payment option): **VISA** \_\_\_ **MASTERCARD** \_\_\_ **AMEX** \_\_\_

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Signature confirms your company's intention to participate in this program.  
Payment must accompany registration to be considered for the program.  
Program is offered on a first-come, first-serve basis, and space is limited.  
**Deadline for applications is February 15, 2009 for the 2008-09 fiscal year.**

**Terms and Conditions:**

*FBC, in accepting this application, undertakes to consider the application for approval but assumes no liability, obligation, risk, or cause for action for any damages or losses to the applicant program participant. The approval or denial of an application raises no liability to FBC, mentors, or program partners, nor any cause of action to any third party placing reliance on same.*

Applicant Signature as Acknowledgement \_\_\_\_\_

**Protection of Privacy and Release of Information:**

*FBC considers this information as 'commercial confidential' and, as such, seeks express consent to the following terms. All applications and supporting material will be used by FBC solely for the purpose of evaluating the application and may be disclosed by FBC to third party references, partners, or FBC advisors as part of the program process. All reports will be used by FBC solely for the purpose of evaluating the Mentorship Program. FBC reports are compiled in summary form to protect the privacy of participant companies.*

**Declaration and Express Consent:** Please read this carefully before initialing each item and signing.  
The applicant hereby declares:

1. The information given in the application and supporting documentation is complete and correct and I have the authority to sign this document \_\_\_\_\_ (initial); and
2. I will submit all financial information, documentation, and/or additional information requested for auditing and processing of the application \_\_\_\_\_ (initial); and
3. I will submit documentation as required in sufficient detail and in a timely manner to ensure continued participation in this program \_\_\_\_\_ (initial); and
4. I will grant express consent for information to be used as detailed above under *Protection of Privacy and Release of Information* \_\_\_\_\_ (initial).

Print Name: \_\_\_\_\_ Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For information or questions, please contact:  
Karen Parker  
Email: [kparker@foodbeveragecanada.com](mailto:kparker@foodbeveragecanada.com)

Please mail or fax this application to:  
**Food Beverage Canada**  
**#201, 17904 – 105 Avenue, Edmonton, AB T5S 2H5**  
**Telephone: 780/486-9679;**  
**Fax: 780/484-0985**

The Mentorship Program is initiated and sponsored by Food Beverage Canada and is funded in part by Agriculture and Agri-Agri-Food Canada through the Canadian Agri-Food International Program.