



Program Development Survey

January 2009

FBC is reviewing current programs and evaluating proposed new programs; working towards developing a strategy for 2009 and beyond. Our goal is to provide industry support to develop and expand international markets by offering educational and market development programs that are comprehensive and cost-effective.

Please take a moment to complete this survey so we may offer you the programs and services that best serve your needs. Confidential when complete - Please return completed survey via fax 780-484-0985 or email: info@foodbeveragecanada.com.

COMPANY: _____

NAME: _____

1. Approximate value of total sales for 2007: Under \$50,000 \$50,000 - 100,000 \$100,000 - 500,000 \$500,000 - 1,000,000 \$1 - 5M \$5 - 10M Over \$10M

2. Approximate value of export sales for 2007: Under \$50,000 \$50,000 - 100,000 \$100,000 - 500,000 \$500,000 - 1,000,000 \$1 - 5M \$5 - 10M Over \$10M

3. If your company has a food safety program in place, please specify (i.e. HACCP, etc.) _____

4. Please list your products(s) available for export:

Empty text box for listing products available for export.

5. If your products have special certification (i.e. Halal, Kosher, etc.) please specify: _____

6. Please list the top 2 - 3 countries / regions you currently export to:

Empty text box for listing current export countries/regions.

7. Please list the top 2 - 3 countries / regions you are interested in exploring and/or developing export strategies for:

Empty text box for listing target export countries/regions.

8. Please list the top 2 - 3 countries / regions you need to continue to support new export sales in:

Empty text box for listing countries/regions needed for new export sales.

9. What type of programs provide the most effective means for you to achieve your goals: (please list in priority i.e. #1 as being most effective and #6 being least effective.

- Outgoing market development missions that include participation in a tradeshow
Outgoing market development missions that include one-on-one meetings
Marketing support activities for new / existing export markets
Preliminary outgoing market development missions that include store tours, educational seminars, etc.
Educational seminars held in Canada
Mentorship program providing specific export information / assistance by experienced professionals (new program)

10. Are you aware of the Canada Brand Initiative? YES NO

Other: Please specify program(s) you would find beneficial which are not listed above and / or specific areas you would like addressed (i.e. market access, investment, etc)

Empty text box for specifying other beneficial programs or areas.

Additional Comments: Please use this space to comment on issues, concerns, etc. affecting your company so we may endeavour to address your needs.

Empty text box for additional comments.