

Project #9082 FVGO Retailer Relationship Strategy

BRIEF DESCRIPTION	<p>This initiative is about providing a face to Ontario fresh Vegetables with retailers, in order to enhance sales and marketing efforts individually and as an industry, and to gather valuable customer and trade information to benefit Ontario growers. This will all be planned and implemented throughout the year, and in consultation and collaboration with the Foodland Ontario Retail program.</p> <p>Smaller growers benefit by having a caliber of regular retail contact that they wouldn't be able to achieve otherwise, and the larger growers who have established retail relationships will benefit from the 'value added'/ enhancement of existing offerings—access to information not otherwise available and an opportunity to enhance their product offering by including additional promotional considerations/materials that will help them help their retail customers sell to their customers—the consumer</p> <p>.</p>
PROJECT OBJECTIVE	<p>Provide pertinent product and contact information to facilitate lines of communication</p> <p>Discuss and solicit input on the various promotional activities that are proposed and may be considered in the future</p> <p>Provide a snapshot to the FVGO members of how their products are being handled at the retail level on a timely basis throughout the year.</p>