



Thank you for thinking of Farm Boy as a potential partner for selling your products. Farm Boy has grown from a single store in Cornwall in 1981 to over 40 stores today and we would not have reached these goals without the hard work and imagination of companies like yours that produce so many of the unique and fantastic products we are able to offer to our customers.

There is a lot of information in this document but we urge you to take the time to read through it and understand what is being asked of you. If you have all of this in place before contacting Farm Boy to enquire about listing your product it will make the process that much faster and efficient as there will be no delays while we wait for you to obtain what we require of you to get your product on our shelves and selling. We all want the same thing in the end and we are doing our best to help you by presenting you with this information.

What you need before you contact Farm Boy:

- UPC
- Product Liability Insurance certificate
- EDI capability
- Food Safety certifications
- Legal packaging
- Trade agreement terms

You will need a UPC for your product. You can find information on how to obtain a UPC here:

[UPC registration and information](#)

Farm Boy takes Food Safety very seriously. Please review the Food Safety Approval Document attached to the email you received. If Farm Boy moves ahead in pursuing your product, we will forward you more details as to what is required from you on this matter.

Farm Boy will require copies of your product liability insurance certificates. If you are unfamiliar with product liability insurance the link below will provide a general primer on the subject before you contact an insurance broker to discuss your needs.

[What Is Product Liability Insurance? - StartingYourBusiness.com](#)

Your product must be legally packaged for sale in Canada. It is required to conform to Canadian regulations as outlined in the Consumer Packaging and Labelling Act and Regulations. More information related to the Canadian Consumer Packaging and Labelling Act and Regulations can be found by clicking [here](#).

Your company should be capable of sharing information with Farm Boy via EDI. You can read more about EDI by following this link:

<https://www.edibasics.com/implementing-edi/>

If you are not already set up for EDI and Farm Boy contacts you regarding your product, we can provide further guidance to get you set up for EDI.

Be aware that if Farm Boy chooses to proceed with your product, we will be forwarding to you a Trade Agreement to be completed by both parties. This trade agreement encompasses and requires much of the above information so it is imperative that you have this ready, or nearing completion, by the time Farm Boy is ready to begin listing your product. Also included in this agreement will be details on various fees and programs that vendors may be subject to. These may



include, but are not limited to, shipment related fees and/or penalties, recall procedures and fees, listing fees and new store support and marketing initiatives. If you are unfamiliar or unsure what impact these items may have on your business and its expenses we encourage you to ask for clarification if one of our managers contacts you.

We have included in this package the listing file that contains much of the information Farm Boy would require to list your product. While this information is not required at this point in the process if you have the information ready and would like to include it with your submission you are welcome to do so. You may attach the completed form as part of your submission accessed through the link in the section below.

NEXT STEPS

Once you have all of the above information in place it is time to start completing the new product listing form attached to the email you received. Complete the form as best you are able and attach it to your submission. Please do not attempt to complete the online submission form until you have all of the information in the new product listing form completed.

At this point, one of the most common questions we receive is, “When are you going to look at my product?” Farm Boy conducts regular reviews of all products it carries. Every year, sometimes more than once depending on the category, we review every item that we carry on our grocery shelves. We look at everything from the price, the packaging, the sales history and more. It is at that time that decisions are made as to what we no longer wish to carry and products that we are interested in adding to our shelves. There is a schedule set out that we follow, so depending on when you submit your product will depend on when you hear from us. If we review olives in February for example, but you submit your olive product to us in March, you may not hear from us until the following February. Farm Boy receives hundreds of product applications per year and we are only able to contact those vendors that we are interested in possibly listing on our shelves. If you do not hear from us, while we may have enjoyed your product, at the time of review it was felt that the product may not have been a correct fit for Farm Boy’s needs. We will retain your product application on file and if something changes in the future, we will be sure to reach out to you.

Once you have the forms completed and are ready to continue, follow the link below to the online submission form.

[New Product Submission Form](#)

Completing this form will transmit the information to Farm Boy’s Category Management and Administration team. Once your product’s category comes up for review, if Farm Boy is interested in knowing more about your product our team will contact you. Once again, thank you for your interest in doing business with Farm Boy and thank you for your understanding that only those vendors we are interested in further discussion with will be contacted. Without your interest in developing new and amazing products Farm Boy would not be as exciting a destination for our customers to shop. We’re all about the food and we appreciate all of the effort and passion you have put into developing your product and your interest in doing business with us.