



SALES & Marketing



CURRENT TRENDS IN THE RETAIL FOOD INDUSTRY

The retail landscape is changing all the time. Where do your products fit? What is important to your customers? Where are they investing resources and what do they need?

Peter Chapman will help you understand the answers to these questions. Learn to develop programs and solutions that will make your business a much more valuable resource to your retail customers.

Often the relationship can be daunting, especially for the smaller producers with limited resources. There has been considerable centralization in the retail sector and face to face discussions are not as readily available as they were in the past.

Producers and processors must understand their retail customers and the consumer of today. Join Peter on a journey up and down the aisles to discuss the trends in the retail food industry.

Peter Chapman, GPS Business Solutions

Peter Chapman is a professional speaker, trainer and consultant. Prior to opening his own business, Peter worked for 19 years with Canada's largest food retailer: Loblaws. The positions Peter held in various departments including real estate, marketing, advertising and merchandising give him an in depth understanding of retailing and the Canadian market place.

Wednesday, February 1, 2012

8:30am – 12:00pm Canad Inns Fort Garry

MFPA Members: \$75.00 + GST

Non-Members: \$150.00 + GST



Following the workshop, Peter will be available to meet one-on-one with MFPA member companies looking for guidance in their retail strategies!

If you would like to arrange a meeting, please ensure you let us know when registering.

For more information, contact:
Linda MacDiarmid
(204) 982-6375
Linda_MacDiarmid@mfpa.mb.ca



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Wednesday, February 1, 2012
8:30am - 12:00pm Canad Inns Fort Garry (1824 Pembina)

Organization Details

Company Name

Address City Province Postal Code

MFPA Membership Status: Member Member's Rate: \$78.75 (includes 5% GST)
 Non-Member Full Rate: \$157.50 (includes 5% GST)

Contact Information

Name Title

Phone Email

Workshop Registration

Registrant Name	Supervisor Name & Contact (email address and/or phone number)	Special Requirements (Food Allergies, Accessibility, etc.)

One-on-one Coaching

If you are an MFPA Member and would like to schedule a one-on-one 30 minute coaching session with Peter, please check this box. There are limited sessions available, and they will be scheduled on a first-come-first-served basis.

Payment Information

Invoice (Members Only) Cheque Enclosed Visa Mastercard

Card # Expiry Date Name on Card Signature

TO REGISTER, PLEASE SUBMIT THIS FORM BY FAX OR CONTACT LINDA MACDIARMID, MFPA.
 FAX 204.632.5143
 PHONE 204.982.6375
 EMAIL linda_macdiarmid@mfpa.mb.ca



If you are unable to attend this course after registering, please notify the MFPA prior to the class date to avoid being charged the full registration fee. In the event of course cancellation, a full refund will be issued.