

Canada Specialty Foods Buyers Mission

September 18-21, 2006

Sponsored by the Michigan and Minnesota Departments of Agriculture, and the
Mid-America International Agri-Trade Council (MIATCO)

PARTICIPATION AGREEMENT

Thank you for your interest in the Canada Specialty Food Buyers Mission. Below you'll find the terms and conditions of this activity accompanied by a registration form. To register, simply read the information below and return the completed form with the appropriate registration fee to MIATCO by September 5, 2006.

Registration Fee:

Affiliation with Northeast or Midwest Region

Before **August 15, 2006**: \$75

Before **September 5, 2006** Deadline: \$125

*Non Affiliation with Northeast or Midwest Region

Before **August 15, 2006**: \$125

Before **September 5, 2006** Deadline: \$175

*Out of Region companies will be admitted on a space available basis

Contact Information

Company: _____ Website: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

Participation Terms and Conditions

MIATCO agrees to:

1. Arrange one-on-one meeting(s) with qualified buyers from Canada.
2. Conduct match-maker meetings with companies in Lansing, MI and Minneapolis, MN.
3. Disseminate a contact list to participants and the buyers for companies' follow-up.

Participating Company agrees to: (Please initial each statement)

1. Pay participation fee and submit this completed Participation Agreement no later than the Registration Deadline of **September 5, 2006**. This fee does not include flights, hotel expenses, meals and the shipping of samples. **[No-shows Will Be Billed]**. _____
2. Promote only those products manufactured in the US with a minimum of 50 percent US-origin agricultural content, by weight. _____
3. Indemnify MIATCO, the Michigan Department of Agriculture, and Minnesota Department of Agriculture from any financial loss or other claims resulting from participation in the Canada Specialty Foods Buyers Mission _____

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4. Acknowledge that MIATCO shall have no other obligations beyond those detailed above, and that any other services desired or negotiated with any third party are not a part of this agreement. ____
5. Upon completion of this activity, complete an evaluation and provide information regarding increased export sales in this target market or otherwise resulting from show name, and an estimate of company's financial contributions to participate in the activity. _____

Company Profile

The information contained on this page will be kept in strict confidence and is collected for statistical purposes only.

1. To what countries do you currently export directly? _____

2. To what countries do you currently export indirectly "(i.e., via an export trading company)"?

3. What are your company's current annual sales? \$ _____
4. What are your company's annual export sales? (List by top three countries if possible)
\$ _____ \$ _____ \$ _____
5. What are your company's annual worldwide export sales? \$ _____
6. What products are you interested in exporting? _____
7. What are your company's current distribution channels? (Please circle all that apply)
Bulk; Ethnic; Organic; HRI; Ingredients; Private Label; Retail; Specialty Gourmet; Other
8. How many employees do you currently have? _____
9. Type of Business? (please circle) *Manufacturer; Trading Company; Broker; Retailer; Other*
10. What is (are) your Schedule B number(s)? _____
11. Do you have export pricing available (ex. CIF pricing)? _____

This meeting is open to all persons without regard to race, ethnicity, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital or family status. Person with disabilities who require alternative means of communication or language interpretation should contact MIATCO at least 15 days before the meeting.

I, _____ have read, understand, and agree to the conditions stated above.

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Buyer Meetings

Meetings will be held in Lansing, MI on Tuesday, September 19 and in Minneapolis, MN on Wednesday, September 20.

Select location: Lansing, MI _____ Minneapolis, MN _____

Based on the attached buyer profiles, please indicate below the buyer(s) that you are interested in meeting. Please number each selection in order of preference, beginning with (1):

___ Ms. Judy Lindenbach, Owner
Gourmet Depot

___ Mr. Andre Lepine, President
Premier Marketing Food Services Inc.

___ Mr. Jack Trach, President
Klondike Foods, Inc.

___ Mr. Steven Ley, Owner
SPL Holdings

Trade Event Preparation Service

Through this service, you will learn the following:

- *How to execute an international export transaction on a timely basis.*
- *What your HS numbers for each of your export products.*
- *What your top 25 export markets for your products.*
- *Which Export Guides are available for your product and selected market(s).*
- *How to ensure your "FOB" matches the "FOB" of the buyer(s) interested in your products.*
- *What your most competitive export price is, accounting for transfer of title and risk of loss.*
- *What the right questions to ask are, to clear up outstanding issues on quoting and shipping.*
- *How pre-payment, open account, documentary collections and letters of credit differ.*
- *Who your freight forwarder, air or ocean carrier, and export certificate agency are.*
- *How to maintain accurate and timely follow up on buyer questions after meetings.*

Do you wish to participate in our free Trade Event Preparation Service? YES NO

For more information and to schedule appointments, contact Jamie Zmitko-Somers, Activity Manager
Tel: (517) 241-3628 Email: zmitkoj@michigan.gov

Please fax the first three pages of the completed agreement to MIATCO at (312) 334-9230. Participation fee should be made payable to MIATCO. (Please reference G5SFC.) Original agreement and payment must be received no later than *September 5, 2006*.

Send payment and completed Participation Agreement to:

**MIATCO
309 W. Washington, Suite 600
Chicago, IL 60606**

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Buyer Profiles

Company name: Gourmet Depot

Contact person: Ms. Judy Lindenbach, Owner

Website: www.gourmetdepot.ca

Type of Business: Distributor / Importer

Established: 2003

Annual Sales: USD \$1.2 Million

Company description: National coverage for upscale retail, specialty shops, delis, golf clubs, gift baskets, coffee shops, banquet halls, corporate. New lines include Wild Thymes products from New York State, Burham & Mills product lines from Vermont among other condiments, confectionery, cookies etc.

Products of interest: Value priced jams and/or preserves, spaghetti sauces, upscale honey products, ciders, non-alcoholic sparkling beverages, candy, Asian foods, gift food items, pickled vegetables, meat rubs, spices in specialty packaging.

Company name: Klondike Foods, Inc.

Contact person: Mr. Jack Trach, President

Website: www.klondikefoods.com

Type of Business: Distributor / Importer

Established: 1972

Annual Sales: USD \$1.6 Million

Company description: Located in Western Canada, looking for products with growth potential. All organic type products, some Mexican products. Smaller sized canned vegetables – peas, corn, mixed vegetables, etc.

Products of interest: Unique specialty products which are shelf stable and have at least a 9-10 month shelf life, organic products, frozen ice pops and freezies - all flavours, canned vegetables and fish products, looking for manufacturers who want to enter the western Canada market with their products, provided they are competitive pricewise for the long term commitment. NOT interested in light weight snack foods such as chips or in beverages.

Company name: Premier Marketing Food Services Inc.

Contact person: Mr. Andre Lepine, President

Website: n/a

Type of Business: Broker

Established: 2003

Annual Sales: n/a

Company description: Located in Ontario/Quebec. Retail Bakery, Food Service, Industrial Wholesale

Products of interest: Products which would fit the Retail (In-Store), Industrial, Commercial & Food Service Bakery Category. Products for customers like Costco, Wal-Mart, major retailers, foodservice chains such as Tim Hortons. Products for the HMR/Deli departments. New products offering functional ingredients and unique innovative point of difference. For retail and C-stores, looking for NPF (portable nutritious or nutritional foods) such as bars, cookies etc that can be

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merchandised with bakery or snacks. (Functional) Bakery Products (functional ingredients), Organic / health oriented bakery, Complimentary lines HMR / Bakery, C-store – snacks – nutritious NPF.

Company name: SPL Holdings

Contact person: Mr. Steven Ley, Owner

Website: n/a

Type of Business: Importer

Established: 2004

Annual Sales: USD \$500,000

Company description: In 2 years, SPL Holdings has set up niche Distributors/Brokers across Canada. It has found the service rating to be significantly higher with the smaller regional based distributors compared to the larger national companies. SPL Holdings works with Regional Brokers with Head Office presentations and audits stores etc. to insure product placement, quantities, promos etc. are maintained.

Products of interest: Unique Natural Products for Mainstream market but that also can be sold through Independents and Convenience store channels. Confectionary, Produce, or Grocery. In produce looking for shelf-stable products that can be merchandised in produce ie. croutons, trail mixes etc. but not actually produce itself. In grocery looking for shelf stable products in most areas but NOT interested in beverages. In order to successfully launch a product there needs to be some investment behind it – listing fees, advertising etc.