

FOOD, HEALTH &
CONSUMER PRODUCTS
OF CANADA

FHCP

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FHCP Associate Members are vetted industry partners carefully selected by FHCP for their innovation and in-depth knowledge of the food, health and consumer goods industry. They're leading edge, in tune with trends, and in-the-know to what's going on in your business. Whatever your need, look to FHCP for your solution. We have everything you need to drive your business forward.

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CORPORATE MEMBERS



**ANALYTICS/CONSULTING/
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CONSULTING/MARKET
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- Enhancing B2B Relationships: Advantage Group focuses on building and improving business-to-business partnerships through data and client feedback.
- ROI and Service Improvement: They align partners with business goals to enhance return on investment and encourage high-quality support.
- Strategic Insights with Advantage Report™: This tool offers actionable insights for understanding and optimizing business partnerships.



LOGISTICS

- CN delivers a global supply chain solution offering door-to-door shipping solutions, including rail, intermodal, trucking, warehousing, and distribution for all temperature and non-temperature-sensitive products to help customers reach their markets.
- CN's vast rail network, unique partnership in the EMP program, CNTL trucking arm and extensive complement of logistics services provide a true door-to-door supply chain solution across Canada, USA, Mexico and beyond.



A Brambles Company

**LOGISTICS/TRANSPORTATION/
PALLET SUPPLIER/
SUSTAINABILITY**

- CHEP helps move more goods to more people, in more places than any other organization on earth.
- Its pallets, crates and containers form the invisible backbone of the global supply chain and the world's biggest brands trust CHEP to help them transport their goods more efficiently, sustainably and safely.
- CHEP's ambition is to create a positive impact on the planet and society, pioneering regenerative supply chains.



PAPER/PACKAGING/SUSTAINABILITY

- Éco Entreprises Québec (ÉEQ) is a non-profit organization representing producers since 2005. As a Producer Responsibility Organization (PRO) since 2022, ÉEQ oversees Quebec's curbside recycling system with a focus on sustainability.
- A leader in extended producer responsibility (EPR), ÉEQ offers circular economy solutions, emphasizing eco-design, recyclability, and traceability to help member producers reduce their environmental impact.



SALES
& LEADERSHIP
DEVELOPMENT

**HR
CONSULTING/LEADERSHIP/MANAGEMENT
CONSULTING/TRAINING**

- An award-winning sales force and leadership development firm.
- We better customize solutions to our clients' needs and context, to shift the way people think and work, and transform organizations and business results.
- Our consultants have 50+ years of direct sales, sales management and leadership experience in tier-one CPG companies, enabling learning to be highly customized, grounded and relevant in today's CPG environment.



MANAGEMENT CONSULTING

- Kantar is the world's leading data, insights and consulting company. areas of expertise include: Brand Strategy & Guidance, Creative, Media, Consumer, Shopper & Retail, Innovation, & Sustainability In-depth insights into your customers' strategic directives to assist your commercial teams with their negotiations & account planning.
- Providing assessments of retail trends that will highlight areas for growth & help customers avoid losses in the changing retail landscape.
- Insights into shoppers' shifting attitudes on key topics such as digital marketing, holiday spending, the economy, and more.

CORPORATE MEMBERS



LEADERSHIP & MANAGEMENT CONSULTING/PROFESSIONAL SERVICES/SUPPLY CHAIN

- With more than 40 locations across Canada, KPMG is home to a diverse workforce that inspires confidence, empowers change and drives innovation.
- Guided by our core values of Integrity, Courage, Together and For Better, we are committed to making a difference for our clients, our communities and our people.
- This commitment has KPMG consistently ranked as one of Canada's top employers and one of the best places to work in the country.



HR CONSULTING/LEADERSHIP CONSULTING/MANAGEMENT CONSULTING/TRAINING

- Management consultants focused on Improving Organizational Performance, through people.
- Trusted advisors across nine Organizational Performance Disciplines, including Leadership Development & Coaching, Organization Design, Growth & Brands, Strategy & Alignment, Change Management, and Sales Force Effectiveness.
- Blending a facilitated and expert driven approach – fusing our proven intellectual property, experience and expertise.



MARKETING/PROMOTIONS/MEDIA

- Market Recon is Canada's premier shopper marketing, sales/merchandising, and education company.
- We help companies and their brands convert and build loyal consumers during the in-store purchase process by digging deep into the company's world to uncover the truth about how their brands are performing and how the stores they sit in operate.
- Leveraging the best technology, Market Recon reports back in real-time so brands know what's happening.



LEGAL SERVICES

- McCarthy Tetrault provides a full suite of legal services and business solutions to clients in Canada and around the world.
- With unmatched industry expertise and market insight, the Band 1 Chambers-ranked National Retail and Consumer Markets Group helps clients navigate risks and opportunities within the industry.
- They ensure clients are well-positioned for long-term success by offering strategic, practical and industry-focused advice on significant mandates across all sectors – Consumer Products, Food, Beverage & Agribusiness, Franchise & Distribution, Hospitality & Retail.



LEGAL SERVICES

- Our global consumer markets, life sciences and healthcare lawyers offer clients market-leading legal advice across the consumer, retail, pharmaceutical, medical device and consumer healthcare sectors.
- Our team is comprised of lawyers from across our global practice, bringing together leading practitioners with deep experience ranging across all legal disciplines, including corporate, M&A and securities, antitrust and competition, litigation and disputes, employment and labor, environmental law, tax, regulation and investigations, intellectual property and real estate.



"I would strongly recommend that all FHCP members utilize its associate members when needed. The benefit that the associate members have is that they are tuned into what is impacting the FHCP members. Understanding industry, business and government issues provides them with a very insightful benefit."

*– Jerry Mancini,
VP and General Manager,
Dole Foods of Canada Ltd.*



CORPORATE MEMBERS



MARKET RESEARCH

- Numerator is a data and tech company reinventing the market research industry with first-party, consumer-sourced data.
- We blend proprietary data, including a digital panel of over 60,000 Canadian consumers, with advanced technology to create unique insights - for an industry that has been slow to change. Our Canadian OmniPanel collects data across 15 retail channels including convenience & gas, home improvement, club, e-commerce, pet and beauty.
- Numerator's highly-engaged panelists and ability to trigger surveys based on purchase behaviour help brands reach both existing and new shoppers faster than traditional survey providers and build strategies to be a trusted brand now and in the future.



LEADERSHIP CONSULTING/ MANAGEMENT CONSULTING

- For over 25 years, PEO Leadership has been supporting and accelerating business leaders to elevate their leadership abilities and their organization's value through peer advisory services, executive coaching and leadership events.
- They provide a safe environment where leaders can let their guard down and discuss important issues, challenges and opportunities from a holistic perspective.
- They enable their members to leverage their collective knowledge, experience and network; to challenge and be challenged in a high disclosure, objective and trusted environment.



ANALYTICS/CONSUMER BEHAVIOUR/MARKET RESEARCH/ SMARTLABEL/TECHNOLOGY

- Scanbuy develops technology solutions and services used to promote mobile marketing, product transparency and power intelligent connections between the physical and digital world.
- The leader in delivering and managing thousands of SmartLabel QR Codes for consumer transparency.
- Servicing all industries, from consumer product goods, retail, entertainment and health and beauty to publishing, media and automotive.



TECHNOLOGY

- Shelfgram grants brands and retailers new insights to drive new growth.
- The platform provides increased in-store visibility and a suite of competitive intelligence tools to better understand how products look, perform, and compete on the shelf.
- With Shelfgram, teams can find actionable shopper insights, monitor in-store promotions, and spot retail trends before they become trends.



SMARTLABEL/TECHNOLOGY

- Building Trust Through Transparency - Consumers and regulators are seeking more information about the products they use and consume. SmartLabel™ is our industry's response to meet that need.
- SmartLabel™ is broadly adopted in the US with over 900 brands and 70,000 items participating.
- Summit helps manufacturers build SmartLabel™ Canada to ensure the initiative delivers value for Canadian Consumers, Canadian Brands and Canadian Regulators.



PARTNER MEMBERS



ANALYTICS/CONSUMER BEHAVIOUR/MARKET RESEARCH/SHOPPER INSIGHTS

- Abacus Data is a leading Canadian market research and strategy firm founded in 2010. The boutique firm has become well known for its attention to detail, innovative research methods, and thoughtful analysis.
- We have worked with FHCP on a range of public affairs campaigns and research since 2012. It also provides strategic advice and research to a range of organizations including Google, Airbnb, LCBO, Cenovus, TD Bank, the Canadian Bankers Association, the Air Canada Pilots Association, Teck, Husky Energy, and WorkSafeBC.



FINANCIAL/MARKETING/PROMOTIONS/MEDIA/SUPPLY CHAIN

- Working with Active International gives you the option to fund your advertising using your company's own unsold products or other depreciating assets.
- Active will buy your slow-moving inventory for up to three times the market value, paid for in a Media Credit. They resell your products, on your terms, freeing you of the financial burden of write-down and profit squeeze.



LOGISTICS

- Canadian Pacific is a transcontinental railway in Canada and the United States with direct links to major ports on the west and east coasts.
- We provide North American customers a competitive rail service with access to key markets in every corner of the globe.
- We are growing with our customers, offering a suite of freight transportation services, logistics solutions and supply chain expertise.



CONSUMER BEHAVIOUR/MARKET RESEARCH/ANALYTICS/DATA MANAGEMENT

- Circana is the leading advisor on the complexity of consumer behavior. Through unparalleled technology, advanced analytics, cross-industry data and deep expertise, we provide clarity that helps almost 7,000 of the world's leading brands and retailers take action and unlock business growth.
- Leveraging these elements, retailer gateways deliver key insights by integrating transaction, loyalty card and promotional data sources on a single platform for collaboration between retailers and their supplier partners.



SURPLUS SOLUTIONS

- CPGsurplus is revolutionizing the way brands liquidate short-coded and excess inventory in Canada using technology to help manufacturers 1) control their brands, 2) save time, 3) improve returns, and 4) reduce risk.
- CPGsurplus is owned and operated by the team at Newtown Enterprises who has over 25 years in the Canadian CPG industry and is trusted by many FHCP members to move surplus product.



PARTNER MEMBERS

Crew

ANALYTICS/BRAND & DESIGN/COMMUNICATION/PUBLIC RELATIONS/CONSUMER BEHAVIOUR/MARKET RESEARCH/MARKETING/PROMOTIONS/MEDIA/PACKAGING DESIGN

- Founded by CPG marketers who deeply understand brands and how they're built today, we've crafted the agency we once sought, driven by a singular mission: to grow brands and impact lives.
- Across North America, we focus on re-positioning and demand creation with our specialists working together in Strategy, Research, Brand & Design, Advertising, Packaging, Digital, Web, Social Media, and Video.

Deloitte.

AUDIT/LEADERSHIP CONSULTING/MANAGEMENT CONSULTING/SUPPLY CHAIN

- Deloitte LLP, the Canadian member firm of Deloitte Touche Tohmatsu Limited, provides Advisory, Consulting, and related services to public and private clients spanning multiple industries.
- From Food, Beverage and Consumer Products, Deloitte's team combines in-depth business acumen with industry competency for an integrated approach that helps companies solve their biggest challenges.

DEMATIC

ECOMMERCE/SUPPLY CHAIN/TECHNOLOGY

- Dematic designs, builds, and supports intelligent automated solutions empowering and sustaining the future of commerce for its customers in manufacturing, warehousing, and distribution.
- With research and development engineering centers, manufacturing facilities, and service centers located in over 35 countries, the Dematic network of employees has helped achieve approximately 8,000 global installations for some of the world's leading brands.
- Dematic is a member of KION Group, one of the largest suppliers of industrial trucks and supply chain solutions in the world.

ENVIRONICS ANALYTICS

MARKET RESEARCH

- Environics Analytics (EA) is the premier marketing and analytical services company in North America, helping thousands of customers across every industry sector turn data and analytics into strategy, insights and results.
- Established in 2003, we specialize in using best-in-class data, analytics expertise and purpose-built software to address key challenges in areas such as consumer profiling and segmentation, multichannel media planning and execution, trade area analysis, merchandising strategies and site location decision-making.

ETHNICITY MATTERS

MULTICULTURAL MARKETING & ADVERTISING

COMMUNICATIONS/DIVERSITY & INCLUSION CONSULTING/PUBLIC RELATIONS/MARKETING/PROMOTIONS/MEDIA

- Ethnicity Matters is Canada's leading multicultural marketing Agency, focused on the multicultural growth opportunity.
- We are a full-service one-stop shop for multicultural marketing including strategy, research, ethnic media planning & buying, multicultural digital & social including WeChat, creative/production, Influencer programs, shopper marketing, activations, public relations; we also have a department of Black Initiatives as well as a multicultural sports expertise in cricket.



PARTNER MEMBERS



FINANCE

- FCC is a financially self-sustaining Canadian federal Crown corporation. We lend money and provide other services to food and beverage processors, equipment manufacturers, logistic providers and businesses that provide inputs or enhance the Canadian food and beverage industries.
- Our strengths are the connections, flexibility and expertise we can provide, the relationships we build, and our stability - we have been in business since 1959 and are the only lender invested in Canadian food.



LOGISTICS/TRANSPORTATION/ SUPPLY CHAIN/WAREHOUSE DISTRIBUTION

- Hopewell Logistics Inc. is a Third Party Logistics firm (3PL) offering a complete suite of Supply Chain Solutions supporting Traditional and Omni-Channel fulfillment.
- Hopewell provides brand owners the ability to outsource their warehousing and distribution needs while retaining the ability to monitor, measure and evolve as if it were their own operation.



LOGISTICS/TRANSPORTATION

- The Logistics Alliance are supply chain management experts specializing in inbound transport and transportation management services for retailers, distributors and their suppliers across Canada. Our customers achieve total inbound supply chain visibility order to receipt.
- Our strong partnerships with reputable logistics service providers and carriers in North America cover all modes of transportation to provide reliable and cost effective solutions.



MARKETING/PROMOTIONS/MEDIA

- Mark IV is a shopper marketing and go-to-market execution agency that develops insight-led, creative programs that convert shoppers at the point-of-purchase.
- Over 30 years' experience partnering with top CPG brands in all major retail and foodservice channels, driving industry-leading results, efficiency, and speed to market.
- Shopper strategy, campaigns, promotions, branding, creative development & production, digital services, POS, retail merchandising & display, structural design, trade marketing, sales force enablement, procurement, production management, fulfillment.



CONSUMER BEHAVIOUR/MARKET RESEARCH/ANALYTICS/DATA MANAGEMENT/SUPPLY CHAIN

- NielsenIQ, a global information services company, delivers the gold standard in consumer and retail measurement, through the most connected, complete, and actionable understanding of the evolving global, omnichannel consumer.
- Our data, connected insights, and predictive analytics optimize the performance of CPG and retail companies, bringing them closer to the communities they serve and helping to power their growth.



BENEFITS/HR CONSULTING/ PROFESSIONAL SERVICES

- Founded in 1992, Normandin Beaudry is a leader in total rewards and actuarial services consulting.
- Close to 350 employees working out of Toronto, Montreal and Quebec City serve clients across Canada in eight areas of expertise: Compensation, Group Benefits, Pension and Savings, Health, Performance, Pension Plan Administration, Investment Consulting and Communication.

PARTNER MEMBERS



PAPER/PACKAGING

- NowPac Inc. is a contract package company offering a speed to market solution for large enterprise CPG and Consumer Healthcare companies that require compliance with Health Canada and the FDA.



PALLET SUPPLIER

- PECO Pallet, Inc. (PECO) is a leading North American provider of pallet pooling and rental service. Renowned for its high-quality red wood block pallets, accepted by major retailers and distributors, PECO ensures a smooth, safe, and sustainable supply chain.



HR BENEFITS/INSURANCE/ PROFESSIONAL SERVICES/ SUSTAINABILITY

- National in scope, People Corporation offers Canada-wide consulting services with a local focus. Through our bold and innovative benefit strategies, our team provides valuable insight, working to select, design and administer a customized and advanced suite of services that provide a competitive advantage in attracting and retaining top talent.
- People Corporation takes a client-focused approach. With specialized industry knowledge and a multi-line offering including employee group benefits, group retirement, disability, health solutions, virtual care, human resource services and trust fund administration, we offer clients expert advice and an unparalleled level of service.



REGULATORY CONSULTING/ SUPPLY CHAIN/TECHNOLOGY

- At PwC Canada, our purpose is to build trust in society and solve important problems. Our more than 7,300 partners and staff in offices across the country are committed to delivering quality in assurance, tax, deals and consulting services.
- Find out more and tell us what matters to you by visiting us at: www.pwc.com/ca.



AUDIT/FINANCIAL

- RBC is one of North America's leading diversified financial services companies, and provide personal and commercial banking, wealth management, insurance, investor services and capital markets products and services on a global basis.
- Employ approximately 78,000 full- and part-time employees who serve more than 16 million personal, business, public sector and institutional clients through offices in Canada, the US and 38 other countries.



LOGISTICS

- As a leading provider of integrated logistics, our supply chain solutions optimize networks by providing end-to-end services that include Transportation Logistics, Warehouse Management, and E-commerce fulfillment.
- Ryder Dedicated Transportation Solutions gives all the benefits of a private fleet without the hassles of managing one.
- Ryder leads the industry by forming strategic partnerships with OEMs and investing in new and innovative technology to create customer centric solutions that drive impact.

PARTNER MEMBERS



TRAINING

- Sentinel Management Consultants are a global provider of sales and negotiation training. We train all the key competencies of today's top commercial managers in one unique coherent system.
- Our style is making training real using your business examples instead of theoretical cases. Our consultants are experienced senior commercial managers and top-level negotiators from companies including Carrefour, P&G, Tesco and Coca-Cola.



MARKETING/ MEDIA/PROMOTIONS/MERCHANDISING/ STORE REMODEL SERVICES

- Founded in 1967 as a diversified merchandising and marketing services company, focused on helping clients improve their sales, operating efficiencies and profits through leading edge merchandising and research support.
- Today, SPAR Canada partners with companies across Canada to reach their most ambitious goals at retail.
- In all major retail chains nationwide, ensuring maximum penetration for your brands.



DATA MANAGEMENT/ TECHNOLOGY

- A world-class data management company that does things differently, using state-of-the-art technology and a first-rate team to convert your raw data into easy-to-use tools and business intelligence solutions.
- Experts in market and demographic analytics, data integration and merchandising services, SpringBoard blends your data with customized software, programming and out-of-the-box thinking. Your raw data is then transformed into actionable insights and real shelf solutions.



FINANCIAL/PAYMENTS NETWORK

- TD Bank offers a full range of financial products and services for personal and commercial clients in Canada and the USA.
- TD Business Banking provides customized credit structures for operating, revolving and term loans, equipment financing, cash management, foreign exchange and derivative solutions.
- Specialized focus on servicing the Food & Beverage sectors within our Commercial National Accounts group.

TotalNegotiationGroup

PROCUREMENT BY CATEGORY MANAGEMENT/SHOPPER INSIGHTS

- Total Negotiation Group (TNG), is a global consultancy delivering commercial strategic opportunities for the world's leading FMCG organizations through capability development programs and consulting support to create mutual & collaborative sustainable agreements.
- TNG senior commercial experts deliver strategies that create mutual value from negotiation, selling and strategic account management to channel strategies, revenue management and procurement.
- TNG knows the local retail extensively but does not support retailers, ONLY suppliers.



SUPPLIER MEMBERS



LOGISTICS/TRANSPORTATION/ REGULATORY CONSULTING

- Our commitment to quality in everything we do, operational capabilities, passion for excellence and innovation leadership has made Accuristix Canada's leading 3PL healthcare provider.
- From Pharmaceuticals, Biologics, Narcotics and Medical Devices to Consumer Health, Natural Health and Animal Health products, Accuristix seamlessly manages the logistics of moving more than \$7 billion of healthcare products on behalf of our clients.
- Accuristix is licensed by Health Canada and also offers regulatory and quality consulting services.



COMMUNICATIONS/PUBLIC RELATIONS/CONSUMER BEHAVIOUR/ MARKET RESEARCH/ANALYTICS/ MARKETING/PROMOTIONS/MEDIA

- Believeco:Partners is a fully integrated partner-led marketing, communications, engagement and advisory firm. We operate as three seamlessly integrated divisions: Argyle (public relations and business advisory), Believeco (marketing), and Castlemain (Indigenous relations and public engagement).
- Our services include healthcare marketing and communications, self-care and consumer engagement and agricultural trade marketing with strategic counsel, crisis communications and creative ideation, production, content development and implementation across multiple marketing and earned media platforms.



AUDIT/REGULATORY CONSULTING/ SUSTAINABILITY

- For over 15 years, Evnia has been supporting businesses that are legally subject to Extended Producer Responsibility and environmental stewardship programs.
- Our team of experts provide companies with a turnkey service for managing ecofees, regulatory research and analysis of reporting processes, in addition to an external audit service recognized by Canadian organizations. We are Evnia, environmental com



LEGAL SERVICES/ REGULATORY CONSULTING

- Providing industry-leading legal support and comprehensive solutions, including regulatory strategy, financing, franchising, licensing and distribution, advertising, packaging and labelling, intellectual property protection, risk management and product liability.
- We also provide commercial insight and sensitivity to operational challenges with an industry-leading inter-disciplinary regulatory team, comprising of lawyers, scientists, and former government officials, providing key regulatory support to domestic and global organizations.



ANALYTICS/DATA MANAGEMENT

- Inmar Intelligence develops technology and uses advanced data analytics to make commerce work smarter.
- Inmar Intelligence applies technology and data science to improve outcomes for consumers and those who serve them, delivering results through platforms that analyze, engage and enable commerce.
- Inmar helps leading Fortune 500 companies and emerging brands stay relevant and propel growth while providing their consumers with personalized and precision-driven tools to save money, improve health and safety, and more conveniently go about their lives.

“ Since joining FHCP, we've had access to a group of associate members that span many areas of our business. Associate members have allowed me to build a connection in an efficient way and explore opportunities to work together vs having to always look or respond to outside firms.”

– Michael Lines,
President & CEO,
Wellness Natural Inc.

SUPPLIER MEMBERS



PAPER/PACKAGING

- Jones Healthcare Group is a world-class provider of advanced packaging and medication dispensing solutions. For over a century our partnerships, knowledge and expertise across healthcare sectors have uniquely positioned us to respond to evolving market needs with insights and opportunities for our customers.
- Our full-service offering includes graphic and structural design, print, conversion and filling of multiple packaging components including folding cartons, labels, blisters, pouches and convenience vials, as well as specialized medication adherence and dispensing products and connected packaging.



PRODUCT SAFETY/RECALL/AUDIT/QUALITY CONSULTING/ REGULATORY CONSULTING

- Rely on Q&R Canada as your trusted partner for Canadian Regulatory Compliance. Working with you as your regulatory partner, we can and will provide exceptional, personalized and expert service as an integral component in building and protecting your company's brand and profits.
- Our Regulatory and Quality consulting professionals bring their extensive experience to the Q&R team for the benefit of all our clients.



TECHNOLOGY

- StayinFront is focused on retail execution and selling effectiveness by leveraging data insights (StayinFront Retail Data Insight) and image recognition (StayinFront Digital) technologies around the retail call process. StayinFront Retail Optimization Platform is a fully integrated solution for field sales teams to plan, measure, and optimize the retail execution process.
- For more about growing your sales by leveraging StayinFront's best-in-class, Retail Optimization platform, click [here](#).



ASSOCIATE PROGRAM MEMBERS

FOOD, HEALTH &
CONSUMER PRODUCTS
OF CANADA

PRODUITS ALIMENTAIRES,
DE SANTÉ ET DE CONSOMMATION
DU CANADA



CORPORATE MEMBERS



PARTNER MEMBERS



SUPPLIER MEMBERS



Questions about FHCP's Associate Member Program?

Contact: Joanne Capano,
Director, Member Engagement
T) 647-967-9555

2700 Matheson Boulevard East,
East Tower, Suite 602E
Mississauga, ON L4W 4V9
TEL: (416) 510-8024
FAX: (416) 510-8043

240-340 Albert Street,
Constitution Square, Tower III
Ottawa, ON K1R 7Y6
TEL: (613) 723-0777
FAX: (613) 723-0779



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[Food, Health and Consumer
Products of Canada](https://www.youtube.com/channel/UC...)