

**BuyFromTheFarm.ca**

**Processor and Product Listing Forms**

14 February 2009



## **Introduction**

The central purpose of BuyFromTheFarm.ca is to promote the domestic consumption of domestic agricultural production. While we recognize that many products, like pineapple and bananas, cannot be produced on Canadian Farms, where there is Canadian product available, we encourage consumers to favor products which contain domestic produce.

Our Canadian Food Manufacturers use large quantities of domestic farm product, even if they are not permitted by draconian labeling laws to state that fact. We wish to give Canadian Food Manufacturers a method, off of the label, to inform consumers precisely how much Canadian Farm product their packaged foods contain, and we hope too that consumers will provide enough market demand to encourage the Processors to work to improve their Canadian Content.

The following requirements apply to all Food Manufacturers who wish to list on BuyFromTheFarm.ca:

### **Products assigned UPC or EA13 barcodes**

All products on the site must be searchable by their 12 or 13 digit bar code numbers.

### **Products contain Canadian Farm Product**

It is not enough that an ingredient comes from a Canadian source. If flour is used from a Canadian mill, the mill must certify to the Food Manufacturer that a certain percentage of the grain is purchased from Canadian sources. Even if the flour is milled off-shore, if it contains a significant percentage of Canadian Wheat, then it contributes to Canadian content.

### **Annual Declaration**

BuyFromTheFarm.ca requires that any information submitted to us, either for insertion or update, be accompanied by a declaration from the Manufacturer attesting that they have reviewed the information submitted, and that it is accurate to the best of their knowledge. Any questions about the accuracy of any claims made by the Manufacturer should be directed to the Manufacturer. This is an annual requirement. Failure to re-certify will result in a suspension of all listings until the required declaration is received.

We are capable of listing Manufacturers who market a single product, as well as Manufacturers who have hundreds of products to offer. We will accept paper copy, but encourage submissions in electronic form.

Word processor documents are not acceptable. Data must be in spreadsheet, comma delimited text (.csv), database (MS Access, MySQL files) or database dump (.def) form for database import. Special bulk listing rates will apply to Manufacturers who submit information that complies with our database schema. We are willing to work with Processors to help them put the information in the proper format for submission.

## Forms

The following forms are provided for Canadian Food Manufacturers who wish to submit limited numbers of products.

Each should be photocopied producing as many sheets as required.

Once your submission is complete, and has been reviewed for accuracy, make a copy for your own records.

BuyFromTheFarm.ca requires each submission to be accompanied by a simple Declaration of Accuracy, stating that:

- 1 the information you submit to us is accurate to the best of your knowledge,
- 2 any required changes to the information will be sent to us in a timely manner, accompanied by another declaration, and
- 3 your Company accepts responsibility for the accuracy of the posted information and any claims that the information is false or misleading shall be the sole responsibility of your Company.

BuyFromTheFarm.ca will make every effort to maintain accuracy in data entry for the information provided, and we will send a report to your Company once data entry is complete which will provide the information entered and displayed on the site. BuyFromTheFarm.ca limits their responsibility to the correction of any errors made in data entry. It is the responsibility of your Company to review the report provided for accuracy, and to notify BuyFromTheFarm.ca of any corrections required.

A full submission shall consist of:

1. One copy of the Manufacturer Information form for each Company Code.
2. One copy of the Product Information form for each Product (UPC Code).
3. One copy of the Ingredient Information form for each ingredient disclosed. Each Ingredient must include a list of the Product UPC Codes the ingredient is used in, with the ingredient contribution, as a percentage of each product.
4. One copy, signed, of the Declaration of Accuracy.

## Manufacturer Information

**Company Code:** \_\_\_\_\_ The 6 to 10 digit Company Code portion which is used to assign UPC codes for your product. This field is required!

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

**City:** \_\_\_\_\_ **Province:** \_\_\_\_\_

**Country** \_\_\_\_\_ **Postal Code** \_\_\_\_\_

**Customer Relations:** The contact information you include here should be for your Consumer Relations department, not your corporate offices. Use toll-free numbers for Phone and Fax if you have them available.

**Contact** \_\_\_\_\_

**Email** \_\_\_\_\_

**Web site** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

Any other information should be attached. There is room in the Company Listing for additional promotional and marketing material. Anything you wish to have posted on the listing should be submitted as a separate sheet. Logos, if desired, may be submitted in .jpg or .png files, and should not exceed 100 kB. We recommend 60 to 80 kB. as a maximum.

## Product Information

A separate sheet should be filled out for each product. Please attach a copy of the product label with the UPC Code and Health Canada Nutritional Facts table to each sheet.

**UPC Code:** \_\_\_\_\_ The 12 (UPC) or 13 (EA13) digit code on the product bar code. Include the check digit. This field is required!

**Name of Product** \_\_\_\_\_

**Serving** \_\_\_\_\_

**Description** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Any other information should be attached. There is room in the Product Listing for additional promotional and marketing material. Anything you wish to have posted on the listing should be submitted as a separate sheet. A photo of the product, if desired, may be submitted in .jpg or .png files, and should not exceed 100 kB. We recommend 60 to 80 kB. as a maximum.





## Declaration of Accuracy

I, \_\_\_\_\_ being authorized to sign on

behalf of \_\_\_\_\_,  
hereinafter called the Company, do by these presents assert that:

1. The submitted Information, attached to and forming part of this declaration, has been reviewed by the Company and is accurate to the best of the Company's knowledge.
2. The Company is certain that the Information is neither false nor misleading, and that BuyFromTheFarm.ca, their heirs and assigns, shall be held blameless, and be removed from any action involving claims of the same.
3. The Company will review the Information again once published on the BuyFromTheFarm.ca web site, and any errors of data entry will be brought to the attention of BuyFromTheFarm.ca for correction. The liability of BuyFromTheFarm.ca in cases of data entry errors shall be strictly limited to the correction of said errors.
4. If the published Information at any time becomes inaccurate for whatever reason, the Company shall notify BuyFromTheFarm.ca of the inaccuracy, and BuyFromTheFarm.ca shall immediately un-publish the inaccurate Information until such time as a new submission and declaration can be made, and the inaccurate Information can be corrected.
5. BuyFromTheFarm.ca shall, annually, one month prior to the end of term of the publication agreement, report to the Company the current information as published on the BuyFromTheFarm.ca web site for review by the Company. The Company shall return a copy of the report to BuyFromTheFarm.ca, with another Declaration of Accuracy prior to the end of term. If the declaration is not received before the end of term, listings will be unpublished until the declaration has been received.

Witness my hand this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, at

\_\_\_\_\_ for the Company..

per \_\_\_\_\_  
(signature)

\_\_\_\_\_   
(print name)

