

## Federated Co-operatives Limited

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## Re: Participation in Co-op's Proudly Canadian Programs

### To: Our valued Canadian food manufacturers,

Now more than ever, Canadians are choosing to support local producers, strengthen food security, and invest in our shared economic future. As a co-operative proudly owned by Western Canadians, Federated Co-operatives Limited (FCL) believes in the power of community-owned businesses to lead the way.

Our commitment to Canadian-made food is deeply rooted in these values — and we know our suppliers share this pride. That's why FCL has partnered with Localize ([www.localizeyourfood.com](http://www.localizeyourfood.com)) to verify and promote Canadian-made products across our network of Co-op food and convenience stores.

### Program Overview

Through this partnership, eligible food vendors may be recognized under one or both of the following identity programs:

#### Proudly Canadian

Products verified as Made in Canada or Product of Canada according to Canadian Food Inspection Agency (CFIA) guidelines. Localize will work directly with vendors to validate compliance.



#### Proudly Western Canadian

Products that are both produced and majority-owned in Western Canada (BC, AB, SK, MB). This includes items that are made, manufactured, grown, processed, or raised in Western Canada by businesses that are >50% Western Canadian-owned.



## Vendor Expectations

To participate, vendors are required to:

1. Create and maintain a profile with Localize
  - This profile must include accurate and up-to-date product and company information relevant to Canadian and regional origin.
2. Engage in the verification process
  - Localize will contact vendors to clarify submitted information and assess eligibility. Vendors must respond promptly and provide honest, complete disclosures.
3. Agree to program terms and conditions
  - Including ongoing updates to product information and cooperation with Localizes verification efforts.

## Why Participate?

- Free verification and program participation through Localize
- Recognition via on-shelf signage and in-store promotions across FCL's food and convenience network
- Strengthened consumer trust and visibility for Canadian-made products

## Next Steps

To enroll, please sign up through Localize:

- [www.localizeyourfood.com/producer-sign-up](http://www.localizeyourfood.com/producer-sign-up)

Already registered? Log in to update your profile:

- [app.localizeyourfood.com/user/login](http://app.localizeyourfood.com/user/login)

## Questions?

For Localize:

- [products@localizeyourfood.com](mailto:products@localizeyourfood.com)

For FCL:

- Director, Consumer Shared Services – Bryce Kuemper – [Bryce.Kuemper@fcl.crs](mailto:Bryce.Kuemper@fcl.crs)
- Sr. Manager, Pricing and Promotions – Judy Jackiw – [Judy.Jackiw@fcl.crs](mailto:Judy.Jackiw@fcl.crs)

Thank you for your continued partnership and commitment to Canadian food excellence.

Sincerely,



Nena Pidskalny  
Associate Vice-President, Food  
Federated Co-operatives Limited