



Good things
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Sysco[®]

Go Local Sysco Edmonton

Carmen MacKenzie

Mission and Vission

Mission

To market and deliver great products to our customers with exceptional service.

Vision

To be our customers' most valued and trusted business partner.

Agenda

- **Sysco Corporation – Sustainability & Local**
- **Sysco Edmonton's Current Program**
- **New Strategy & National working group**
- **Tracking and Traceability**





Customer Solutions

Supplier Partnerships

About Sysco

Investors

Careers

Contact Us

I like to:

As a Customer

About Sysco's Products

About Sysco's Management

About Careers at Sysco

Sysco Location Near Me

About Sysco's Diversity

How can we help today?



LEARN MORE



Sysco and US Foods agree to merge, creating a world-class foodservice company



Report



Delivering on Our Commitment
2014 Annual Report

Sustainability Report



Delivering Success

2013 SUSTAINABILITY REPORT ▶

Local Flavor



Many Sysco companies are committed to local farming initiatives. [More...](#)

News & Investor Spotlight

[Sysco Announces 2014 Top Suppliers; Devi Seafood Earns Highest Honor](#)
[Nehl Horton Joins Sysco as Senior Vice President, Chief Communications and Government Relations Officer](#)
[Sysco Announces Senior Notes Offering](#)

[More News](#)

Sustainability Reports

- 6th annual report
- Food Safety, Quality & traceability
- IPM program
- GAP certification
- Audits
- Local products – great work in the US
 - 34 acre Sysco owned land that is a cooperative farm (Wisconsin)
- Operations
- Community

Current Local Program

- Localized by region
- Currently on a working group for all of Canada
 - New branding
 - Measurement
 - How we determine local products?
 - COI
 - HHA
 - We have a view into the food supply chain for traceability but there is a roadblock on definition
 - Edmonton program is unique because of the cross province shipping

**FOCUSED ON LOCAL
PROGRAM RE-LAUNCH**

focused on
local

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Focused on Local

- Over 1800 items in the program
 - 755 Alberta year round items
- Divided into the time of year they are available
- Divided into 5 categories
- Definition is always an issue
- We try to have them self identify

Five Key Categories

- Alberta Grown
- Alberta Raised
- Alberta Made
- Alberta Business
- Western Canada

FOCUSED ON LOCAL PROGRAM

PRODUCT LIST



JPC	Brand	Description	Pack	Size	Supplier	Location	Seasonal Availability	Local Code
BEEF								
529776	PACKER	BEEF BACK RIB	1	25KGAV	CARGILL LIMITED	High River, AB	Year Round	AR
457923	PACKER	BEEF BACK RIB BONE IN MEATY	1	23KG	CARGILL LIMITED	High River, AB	Year Round	AR
829956	CARGILL	BEEF BACK RIBS VAC PAC RIBFEST	1	48LBAV	CARGILL LIMITED	High River, AB	Year Round	AR
348190	SYSFNMT	BEEF BARON BONE IN CDN	1	20 KG	SYSCO FINE MEATS	Vancouver, B.C.	Year Round	WC
610679	EXCEL	BEEF BONE (MARROW)-SOUP BONES	1	20LB	CARGILL LIMITED	High River, AB	Year Round	AR
361525	CARGILL	BEEF BONE FEMUR/TIBIA BULK	1	40 LBS	CARGILL LIMITED	High River, AB	Year Round	AR
322545	PACKER	BEEF BONE SOUP	1	25 KG	CARGILL LIMITED	High River, AB	Year Round	AR
454736	CARGILL	BEEF BRISKET 3/4" 4.5-5KG	7	4.85KG	CARGILL LIMITED	High River, AB	Year Round	AR
089735	SYSFNMT	BEEF BRISKET AA/AAA CMPS	1	5.6KGA	SYSCO FINE MEATS	Vancouver, B.C.	Year Round	WC
826941	PACKER	BEEF BRISKET BNLS	1	32 KG	CARGILL LIMITED	High River, AB	Year Round	AR
842005	PACKER	BEEF BRISKET BNLS FRZN	1	32 KG	CARGILL LIMITED	High River, AB	Year Round	AR
282148	PACKER	BEEF CHEEK	1	27KG	SYSCO FINE MEATS	Vancouver, B.C.	Year Round	WC
937411	PACKER	BEEF CHUCK FLAT WHL AA/AAA	1	30 KG	CARGILL LIMITED	High River, AB	Year Round	AR
960017	PACKER	BEEF CHUCK FLAT WHL AA/AAA FZ	1	30 KG	CARGILL LIMITED	High River, AB	Year Round	AR
826430	PACKER	BEEF CHUCK FLAT WHL FRZ AA/AAA	1	30KG	CARGILL LIMITED	High River, AB	Year Round	AR
050624	SYSFNMT	BEEF CHUCK FLT BNLS AA CMPS	10	5 LB	SYSCO FINE MEATS	Vancouver, B.C.	Year Round	WC

Supplier Story

- The background on some of our local vendors
- Crust Craft Example
 - Branding difficulties

Esysco Identification of Local Products

Item Number	Description	Brand	Pack Size
6777300	<i>Sysco</i> Chicken Brst Strip Parfrd Cdn	Sys Rel	2/2 KG
6434955	<i>Sysco</i> Chicken Brst Strp Oven Rstd Fc	Sys Cls	2/2 KG
6027955	<i>Sysco</i> Chicken Brst 3oz Ckd Bnls Cdn 	Sys Cls	1/4 KG
7831059	<i>Sysco</i> Chicken Brst 4oz Bnl/skls	Sys Cls	1/4 KG
6027995	<i>Sysco</i> Chicken Brst 4oz Ckd Bnls Cdn 	Sys Cls	1/4 KG
0669479	<i>Sysco</i> Chicken Brst 5-6oz Wet Chl Cdn	Sys Cls	1/5 KG

New Strategy across the country

- We will be launching a new program next spring
- One identity across the country
- Media blitz at time of launch
- Digital messaging of the new strategy
- Print materials to support

New program

- Discussing a charitable donation based on spend
- Reward points for purchasing local
- Looking at launching flag across the country

Sysco[®]

We love local



SYSCO CANADA

– POSITIONING STATEMENT –

“ Sysco brings *local ingredients to your table* – offering an alternative to traditionally sourced products.

■ We've forged close relationships with a network of farmers and suppliers to bring you fresh, local products that meet the highest quality standards in the industry. ”

SYSCO CANADA

– BRAND PILLARS –



Food safety and exceptional quality are our priorities.

Our safety standards ensure exceptional product quality while adhering to strict operational standards that deliver the best to our customers, promote sustainability and the humane treatment of animals, while limiting our impact on the environment.



Product integrity in all that we bring to your table.

Local products taste better and are better for you because they are in-season and recently harvested. Sysco is committed to delivering the very best assortment of fresh, seasonally-relevant products.



Local food supports local families.

Our network of local farmers and artisans is a partner supporting our commitment to deliver the freshest, most delicious locally produced products to your table, while providing expertise and knowledge to our customers.

Measuring

- Very difficult
- Vendors may manufacturer in different areas
- They may using local products seasonally
- Linking of SKUs to purchases
- Very manual

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