



FOOD, HEALTH &  
CONSUMER PRODUCTS  
OF CANADA

**FHCP**

**ON EVERY SHELF.  
IN EVERY HOME.  
FOR ALL CANADIANS.**

# WHY JOIN?

**FHCP REPRESENTS MANUFACTURERS THAT  
SELL MORE THAN 75% OF THE VOLUME SOLD  
ON GROCERY AND PHARMACY STORE SHELVES**



In today's uncertain operating environment, the challenges facing your business are more complicated and fast-moving than ever before. From rising retail pressures making it harder to profitably grow your business, to overregulation and costly product labelling, your success depends on your ability to navigate and respond to a number of pressing issues.

You need critical insights, best practices, and access to experts who know how to drive change.

**THAT'S WHERE WE COME IN.**

**FOOD, HEALTH &  
CONSUMER PRODUCTS  
OF CANADA IS  
YOUR INDUSTRY  
SUBJECT-MATTER  
EXPERT.**

The challenges facing your business are more complicated and fast-moving than ever before.

**KEEP ON READING!**

## THE VALUE OF FHCP MEMBERSHIP

- When you partner with FHCP, you invest in an association with policy, regulatory, supply chain, and commercial expertise, committed to both your business continuity and the advancement of our industry.
- We have the size, scope, and credibility to be your voice at the table with government decision-makers, industry stakeholders, key retailers, and influencers.
- What's more, when you join FHCP, you become part of a community of like-minded companies with access to exclusive information, peer-to-peer exchanges, and support to help you make informed decisions to improve outcomes for your business, saving you time and money in the process.
- We do the heavy lifting so that you can focus on delivering safe and innovative products to Canadians.



# KEY PRIORITIES

SOME OF THE THINGS WE ARE  
WORKING ON FOR YOU



## DID YOU KNOW?

The food, health and consumer products sector is the largest manufacturing workforce, employing over

● **350,000**

■ **Canadians**

with nearly

📍 **10,000**

locations from coast to coast

**Leveraging our deep expertise, extensive networks, and forward-thinking strategies, we are an extension of your team, working together to save you time and money by:**

- **Advocating for fair retail business practices:** We are actively working with federal and provincial governments, as well as industry stakeholders to support Fairness and Accountability in Retail (FAIR) Practices.
- **Shaping cost-effective regulations:** With privileged insight into Health Canada's regulations, operations, and consultations with key policy decision makers, we work to reduce regulatory compliance costs and remove barriers to product innovation and the long-term sustainability of the food, health and consumer product sector.
- **Leading a national self-care framework:** As self-care grows and develops around the world, FHCP is pushing for Canada to lead by example. With our leadership in self-care advocacy and our growing networks of both government and industry supporters, we believe that self-care can make a bigger contribution to healthcare, improving health outcomes and health system sustainability, while making our economy more productive.
- **Establishing a sensible and industry-led circular economy:** As the first national trade association to endorse the Ellen MacArthur Foundation's vision for a New Plastics Economy in June 2019 and a founding partner in the Canada Plastics Pact, we are working toward a future of zero plastic waste and a circular economy through innovative and effective measures that support our members' critical work.

**We are an extension of your team,  
working together to save you time and money.**

# BENEFITS AT A GLANCE

We know it takes many moving parts to efficiently operate your business. Addressing a problem in one area and overlooking a problem in another puts you no further ahead. That's why we take a holistic, full-service approach to our benefit offerings, which are designed to support many functional areas across your entire business.

## DID YOU KNOW?

The food, health and consumer products sector contributes nearly

**\$40 billion**

annually to Canada's GDP

& exports at least  
**\$38 billion**

in value-added goods

- **Influence in key policy and procedures:**

Being the largest collective industry voice for our sector in Ottawa, we can tell your business story to government officials when it matters. Our government relations team operates at the heart of the nation's capital, with reach extending to the provinces, and has direct access to the decision-makers that shape your operating environments. From lobbying on the Hill to consulting with key government departments, FHCP is on the ground to address all your concerns.

- **Peer-to-peer support:** We provide a productive and collaborative environment for you to connect with peers and share knowledge through councils, task forces, and networking groups, helping you deepen business relationships while contributing to industry best practices.



We take a holistic, full-service approach to our benefit offerings.

- **Access to the FHCP team:** Get fast and effective one-to-one support on government relations, regulatory, trade, supply chain and other challenges from our team of experts who can provide you with the industry-wide perspective you need to drive business efficiencies, save money, and adopt best practices. Think of us as an extension of your team, only an email or phone call away.





- **Real-time intelligence:** Get ahead of timely issues and emerging trends through exclusive alerts and newsletters, social media updates, and member calls. We'll arm you with strategic insights and inform you of available options so you can continue with your business operations.
- **Critical insights:** Participate in unique benchmark studies and surveys focused on the Canadian landscape and your products' performance against your counterparts. Get in-the-know on matters such as trade and marketing spend, supply chain efficiencies, and compensation so you can turn these insights into action.
- **Ongoing education:** We offer domestic and global regulatory, marketplace and industry updates, as well as member-only online learning events and world-class symposiums with leading industry experts.

## AND MORE...

## DID YOU KNOW?



We have over

**50 solution providers  
in our Associate Program**

who can help support  
your business goals.



# DEDICATED TO HEALTH PRIORITIES

We have a team of health product experts with the knowledge and insider access to help you reach your most ambitious business goals.

## **Here's just a few of the ways we've recently supported our many health members:**

- Driving the development of Health Canada's Self-Care Framework toward a consistent, risk-based regulatory regime that reduces compliance costs and provides innovation incentives for OTCs and NHPs, while working aggressively to improve the effectiveness and mitigate the costs associated with the labelling component.
- Advocating for a parliamentary study of the role of self-care and its value to Canadians and the healthcare system, as part of our Blueprint for a National Self-Care Strategy.
- Driving federal policy changes to improve access to essential NHPs and OTCs during the pandemic, recognizing the importance of self-care in supporting Canadians' health.
- Successfully advocating for the elimination of duplicative confirmatory testing for OTCs, saving industry millions of dollars in compliance costs.
- Integrating Canada into the global process of tackling ingredient issues like nitrosamine contamination.

# LOOK WHAT OUR MEMBERS ARE SAYING

Your investment in FHCP gives you, and your entire organization, unmatched support and resources. With a retention rate of 98%+ year over year, we're confident your experience will be as rewarding as that of our many longstanding members.

“FHCP is a strong industry association with deep fact-based insight and experience in regulatory reform, issue management, and government relations, which are integral to our business. FHCP also offers great opportunities to learn and network with other leaders across the country.”

*Elizabeth Beemer, Senior Vice President,  
Country Division Head, Consumer Health, Bayer Inc.*

“FHCP is an invaluable extension of our internal business resources, expanding our influence and understanding of emerging and relevant issues impacting our industry. The benefit we receive from networking with other members of our sector, access to information impacting our industry and the opportunity to provide feedback on regulatory consultations is immeasurable.”

*Stephanie Haverstick,  
Vice President & Operating Officer,  
Vita Health Products Inc.*

# READY TO TAKE THE NEXT STEPS?

Many of your health manufacturer peers are already experiencing the tremendous benefits of FHCP membership. Isn't it time you took your seat at the table?

Whether you're ready to dive in or are curious to hear more on how FHCP membership can help improve your bottom line and keep you connected to all the right people, reach out to our team at

[\*\*memberservices@fhcp.ca\*\*](mailto:memberservices@fhcp.ca)



# ABOUT US

FHCP is the leading Canadian voice uniting companies, large and small, that provide access to the food, health, and consumer products Canadians rely on every day.

In 2020, Food & Consumer Products of Canada and Consumer Health Products Canada joined forces, creating a new organization with a common vision and a unified voice. As a full-service association with a long history and a fresh, modern approach, we help our members support the well-being of Canadians and the security of our food supply, while contributing to the expansion of Canada's economy, and the sustainability of our healthcare system and the environment.

## FOOD, HEALTH & CONSUMER PRODUCTS OF CANADA



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