

# ASSOCIATE PROGRAM

FOOD, HEALTH &  
CONSUMER PRODUCTS  
OF CANADA



Connecting your business with leading manufacturers in the food, health and consumer products industry.

## ACCESS

Connect with industry decision-makers

Your FHCP associate membership gets you unrivalled access to the most influential people in Canada's food, health and consumer products industry.

Get in the room with C-suite executives and senior leaders in key functional areas in the CPG industry, including CEO, Sales, Marketing, Supply Chain, Operations, HR, Legal, Finance, Science & Regulatory, Government Relations, and more.

Connect with the people who matter to your business through our exclusive, members-only directory and at FHCP Signature Events, Committee Meetings and Networking Groups.

**97% member renewal rate!**

We are committed to helping you strategically engage with these members.

## VISIBILITY

Showcase your value

Your business success depends on your ability to capture the attention and interest of industry leaders, and we can help.

Your FHCP membership gives you exclusive opportunities to showcase your value through seminars, workshops and presentations. Demonstrate your thought leadership through articles in our industry publications, or work with us to develop studies, benchmarks and research tools.

Get your name in our associate directory, your logo on our website, and your booth in a prime position at our signature events.

Put your best foot forward with premium ad placement in our digital and print publications, delivered to thousands of industry influencers every year.

If you want to put your company on the radar, we can help.

## INSIGHT

Get **exclusive** industry intelligence

You need to stay ahead of the curve, and we make it easy.

Stay on top of policy trends and emerging issues with our urgent member alerts, social media updates, and our bi-weekly news digest. Plus, get insights into your customers' developments and an understanding of the state of the industry.

Membership with FHCP also secures your admission to all of our insider events, helping you to build and maintain stronger industry relationships.

We are an extension of your business; we have everything you need, right here.

**Maximize your business development opportunities and join today!**

*"Value is what we get out of our membership at FHCP. It's a unique opportunity to meet with, and have a dialogue with, both clients and potential clients at a senior level. There is the additional bonus of conferences and seminars, where the speakers and the learning is of the highest calibre."*

Howard Lichtman, Partner & Co-Founder, Ethnicity Multicultural Marketing & Advertising

### Food, health, and consumer products drive Canada's economy

#### Top manufacturing employer in Canada

- 350,000 Canadians employed in the industry - more than make cars and planes, combined.



#1 employer in rural Canada



Nearly 10,000 establishments across every province



\$ 11+ billion wages

\$ 39.9+ billion value added to GDP

\$ 37.5+ billion exports

For more information, visit

[www.fhcp.ca](http://www.fhcp.ca)

Joanne Capano 416.510.8915

Email: [joanne.capano@fhcp.ca](mailto:joanne.capano@fhcp.ca)