

Directory of Aboriginal Exporters Agriculture, Food and Beverages Questionnaire

Contact Information

(NOTE: If this is a company already participating in the directory, confirm the contact information already in the guide)

Is your company listed in the 2002 (last) Directory of Aboriginal Exporters?

Yes No

1. Company Name: _____
2. Address: _____
3. City/Town: _____
4. Province/Territory: _____
5. Telephone: () _____ - _____ Extension _____
6. Fax: () _____ - _____
7. Toll-Free Number: () _____ - _____
8. Contact Person: First _____ Last _____
9. Title: Mr./Mrs./Ms. Other _____
10. Position Title: _____
11. Email Address: _____
12. Website: _____
13. Year Established: _____
14. Language preference: English French Both
15. What is the percentage of Aboriginal ownership in your business? _____% (If less than 50%, "The Directory and questionnaire is for majority owned Aboriginal businesses. Thank you for your participation.")
16. Brief company description
17. What food or beverage products do you sell?

18. Do you do any of the following? [Check as many that apply]

- manufacture
- package
- resell/distribute?

Export Status

19. Do you currently export your food and beverages products?

- a. Yes - Do you plan to expand in the next 3 years? Yes No *(Go to Question 20)*
- b. No - Do you plan to export within the next 3 years?
 - i. Yes - If yes, to what markets? *(Go to Question 21)*
 - ii. No *(Go to Question 29)*

Exporters

20. If you are exporting, to what markets (geographic areas)? [LIST as many that apply]

- | | | |
|--|---|------------------------------------|
| <input type="checkbox"/> United States | <input type="checkbox"/> Spain | OR General: |
| <input type="checkbox"/> France | <input type="checkbox"/> United Kingdom | <input type="checkbox"/> Asia |
| <input type="checkbox"/> Japan | <input type="checkbox"/> Australia | <input type="checkbox"/> Europe |
| <input type="checkbox"/> Taiwan | <input type="checkbox"/> China | <input type="checkbox"/> Worldwide |
| <input type="checkbox"/> Germany | <input type="checkbox"/> Korea | |
| <input type="checkbox"/> Britain | | |

Other: _____

21. If you plan to expand or begin exporting, to what markets (geographic areas)? [LIST as many that apply]

- | | | |
|--|---|------------------------------------|
| <input type="checkbox"/> United States | <input type="checkbox"/> Spain | OR General: |
| <input type="checkbox"/> France | <input type="checkbox"/> United Kingdom | <input type="checkbox"/> Asia |
| <input type="checkbox"/> Japan | <input type="checkbox"/> Australia | <input type="checkbox"/> Europe |
| <input type="checkbox"/> Taiwan | <input type="checkbox"/> China | <input type="checkbox"/> Worldwide |
| <input type="checkbox"/> Germany | <input type="checkbox"/> Korea | |
| <input type="checkbox"/> Britain | | |

Other: _____

22. What are your service needs for further export development (i.e. to enter or expand your export markets), focusing on skills and service sectors:

- a. Marketing
- b. Human resources
- c. Market knowledge
- d. Product development
- e. Other: _____

23. What type of information would you find useful to help your business maintain or access export markets?

National Organization

24. Do you think a National Aboriginal food and beverage organization or network is needed?

Yes No *(If No, go to Question 29)*

a. If yes, what do you think a national association or network should do?

Types of Services	Yes	No	Don't Know/ No Response
a) Help to brand unique products <i>(giving you more leverage at food shows for marketing)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Promote trade and market expansion for Aboriginal agriculture, food and beverage products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Represent Aboriginal companies at meetings and events <i>(to ensure recognition of the distinct character of the industry both in Canada and abroad)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Provide services adapted to members' needs to increase exports of its members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Create a business network / community within the Aboriginal agriculture, food and beverage companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Conduct research to on markets and opportunities <i>(through intelligence gathering, promoting synergy)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Develop an export market strategy for the association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Facilitate an increase in the number of small to medium sized Aboriginal food processors and manufacturers exporting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Other:			

25. Where should the organization be based?

a. Head office location - Region: _____

b. Virtual / on-line only: _____

c. Both: _____

26. What would you be willing to contribute (other than financially) to an association?

27. If established, would you be interested in joining this organization? Yes No

28. At what annual cost should membership or association with this organization be?

a. 0 to \$199

c. \$500 to \$749

b. \$200 to \$499

d. \$750 to \$1000

29. Would you like to be informed of the status of the association/network? Yes No

Agriculture and Agri-Food Services Knowledge

30. I'm going to read a list of Agriculture and Agri-food service supplies and programs. For each one, please indicate if you have 1) used their service or contacted them, OR 2) am familiar with the agency, have not used, OR 3) Do not know.

Agency / Program	1) Used / Prior Contact	2) Familiar With	3) Do not know
a) Agri-Food Trade Service (ATS) <i>(website with up-to-date information on markets, etc.)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Virtual Trade Commissioner (VTC) <i>(interactive website for companies already exporting)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Virtual Aboriginal Trade Show (VATS) <i>(website for Aboriginal companies & listings)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Exportsource <i>(International Trade Commissioner information for export and marketing)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Any regional office of International Trade Canada or Agriculture and Agri-Food Canada	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Quebec's Club Export	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Atlantic Canada's Food Export Partnership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Ontario's Food Beverages Canada	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Regional/Provincial/Territorial Business Services Centre <i>(i.e., Canada/BC Business Services Centre)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Other agencies / programs used (please list):			

31. Would you like to receive an information package on these agencies?" Yes No

On behalf of Agriculture and Agri-Foods Canada, we appreciate the time you've taken to be a part of this project. Thank you for being a part of this project. Learn more about any of the Agencies or Programs at www.designingnations.com.

Return this completed questionnaire to:

*O'Neil Marketing & Consulting
Fax: 604-913-1906*

Any Questions? Please call 604-913-1905 or email us at oneil@designingnations.com