



Office of the Grocery Sector Code of Conduct

Ontario Dairy Council

June 3rd, 2025

CANADA
GROCERY
CODE

CODE
D'ÉPICERIE
DU CANADA

CanadaCode.org

Agenda

- Who we Are
- The Code
- Our Current Priorities
- Website & Portal Development/ Launch
- Implementation Timeline
- Q&A and Discussion

OFFICE OF THE GROCERY SECTOR CODE OF CONDUCT (OGSCC)



The OGSCC is Responsible For:

- Promoting awareness and education on the Code
- Supporting fair application and implementation
- Administering dispute resolution and adjudication
- Monitoring industry participation
- Guiding the spirit of the Code into daily practice

Who We Are

- 2.5 ppl + legal and finance support
- Board of directors – interim
- New board – will have independent grocer representation

ROLE OF THE ADJUDICATOR



Dual Leadership and Adjudicative Role

- Leads operations, outreach, and stakeholder engagement
 - Oversees fair and efficient dispute resolution
 - Issues guidance and interpretation of the Code
 - Acts as a neutral arbiter and trusted voice
 - Bridges industry perspectives while upholding Code integrity
-

The Adjudicator Does Not:

- Regulate or control retail pricing strategies
- Address or mitigate factors contributing to food price inflation
- Intervene in negotiations between businesses of differing sizes beyond promoting fair dealing
- Replace existing legislative or regulatory frameworks governing the grocery sector

WHAT IS THE CANADA GROCERY CODE?

The Canada Grocery Code (CGC) is:

- ✓ Voluntary, industry -led initiative
- ✓ Promotes trust, fairness, and collaboration
- ✓ Applies to retailers, suppliers, processors, and distributors

Key Components:

- Guiding principles and trade rules
- Governance model
- Dispute resolution and adjudication process

Core Principles:

1. Transparency and Certainty
2. Fair Dealing
3. Simplicity
4. Timely Dispute Resolution

THE CODE DOES NOT



—Regulate Retail
Prices

—Solve Food
Inflation

—Intervene in
Negotiation

—Supersede
Existing Laws

WHY THE CODE MATTERS



A fair, competitive grocery
sector



Lower dispute resolution
costs



Stronger business
relationships



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PRIORITIES FOR 2025



Office Setup &
Administration



Stakeholder
Engagement



Education &
Guidance



Communications &
Reporting



Code Implementation



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OFFICE SET UP

Current Status:

- The OGSCC is well advanced in establishing its physical and operational presence.
- While not yet fully operational, key setup activities are actively underway.

Target Timeline:

- Full operational readiness anticipated by mid -June.
- Core systems and workflows expected to be in place by this time.

Priority Focus:

- Setting up core infrastructure and foundational systems.
- Aligning resources and personnel to support mission readiness.
- Ensuring that essential capabilities are in place for upcoming milestones.

Commitment:

- We remain committed to a timely and effective office setup.
- Collaboration and coordination are key as we ramp up to full capability.

STAKEHOLDER ENGAGEMENT

Ongoing Priority : Stakeholder engagement is central to OGSCC’s mission and long -term success.

Current Focus:

- Actively meeting with stakeholders across the sector.
- Speaking at conferences and attending meetings to raise awareness of our role and objectives.
- Building early relationships and encouraging open dialogue.

Phased Approach :

First 6 Months – Awareness & Education:

- 1.Promote understanding of OGSCC’s role and drive membership uptake.
2. Share knowledge about the code and its implications for various stakeholders.
3. Begin gathering perspectives on readiness and early challenges.

Mid -Term – Deepening Engagement:

- 1.Continue education efforts as needed.
2. Expand two -way dialogue to better understand stakeholder needs.

Long -Term – Strategic Insight & Responsiveness:

- 1.Ongoing engagement to identify emerging trends, issues, and concerns related to code implementation.
2. Use insights to inform and adapt OGSCC’s approach and support offerings.

EDUCATION & GUIDANCE

Immediate Focus:

- Developing clear, accessible materials and tools to support those covered by the code.
- Priority is on early foundational documents to build understanding and readiness.

Long-Term Vision:

- Build a well-informed community with the tools needed to navigate and comply with the code confidently and effectively.

Key Deliverables

- **FAQ Document:** Targeted for release by June 2025.
- **Guidance Document(s):** In development;
- Both will be **evergreen** —updated regularly as the code evolves and feedback is received.

Educational Tools & Channels

- Webinars
- Short explainer videos
- Conference presentations and panels

Future Educational Materials

Potential resources may include:

- Case studies
- Best practice examples
- Scenario-based walkthroughs

Partnerships

Partnering with industry trade associations :

- Supporting them to educate their members.
- Encouraging them to act as first-line responders for code-related questions.

COMMUNICATIONS

Transparency is Key

Keeping the industry informed clearly and consistently by sharing updates on activities, upcoming plans, and opportunities for involvement.

Current Communication Channels

Communications are currently conducted through national and regional trade associations while building our own contact database.


Regular Reporting and Updates

To establish a regular cadence of reporting and updates, including monthly newsletters, quarterly updates, and annual reports through direct communications with all parties signed on to the Code.

NEWSLETTER

MARCH 2025

Canada Grocery Code Bulletin




A MESSAGE FROM THE PRESIDENT & ADJUDICATOR

Welcome to the First OGSCC Stakeholder Newsletter

Dear Stakeholders,

It is with great excitement and a deep sense of responsibility that I introduce myself as the new President and Adjudicator of the Office of the Grocery Sector Code of Conduct (OGSCC). While I have only been in the role for two weeks, I bring with me a long-standing connection to the Code — having worked on its development in the early days. I'm proud to now lead the Office as we move into implementation and action.

This is our very first stakeholder newsletter, and it marks the beginning of our efforts to keep you regularly informed and engaged. As we evolve, we'll be using a variety of tools; newsletters, events, direct outreach, and more; to ensure everyone in the grocery sector is aware of our activities and how they can work with us.



VOLUME 1

Newsletter Highlights

A Message from the President & Adjudicator


What to Expect on June 1

Meet Alleigh Karson

Latest Updates

OGSCC in the News

Upcoming Events



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MEET AILEIGH KARSON - COMMUNICATIONS & MEMBER SERVICES SPECIALIST

A Message from Alleigh

Hello everyone,

I'm thrilled to introduce myself as the Communications & Member Services Specialist at the Office of the Grocery Sector Code of Conduct (OGSCC). It's a privilege to be part of this important initiative to support fairness, transparency, and collaboration across Canada's grocery sector.

In my role, I'll be your key contact for all things related to stakeholder engagement and communications. That means:


- Keeping you informed through regular updates, newsletters, and educational resources
- Supporting members with questions about the Code and how to work with the Office
- Helping to build a strong and inclusive community of Code signatories and supporters


One of my main goals is to ensure that everyone across the supply chain, from small suppliers to national retailers, feels welcome, heard, and supported.

If you have questions, need support, or would like to connect — reach out at info@canadacode.org.

Thank you for welcoming me to this community — I look forward to connecting with many of you in the months ahead!

Warm regards,
Aleigh Karson
Communications & Member Services Specialist
Office of the Grocery Sector Code of Conduct





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UPCOMING EVENTS


Invite Our President & Adjudicator to Speak!

We encourage stakeholders to invite our President & Adjudicator to speak at industry events, conferences, or internal sessions. It's a fantastic opportunity to learn more about the Code and how it applies to your work.

Catch the Adjudicator Live at These Upcoming Events

- Canadian Produce Marketing Association (CPMA) Conference
 - **Dates:** April 8–10, 2025
 - **Location:** Montreal
- Grocery & Specialty Food West Conference
 - **Dates:** April 14–15, 2025
 - **Location:** Vancouver


REVIEW THE CODE



1 Rideau St, 7th & 8th Floor
Ottawa, ON. K1P 8S7

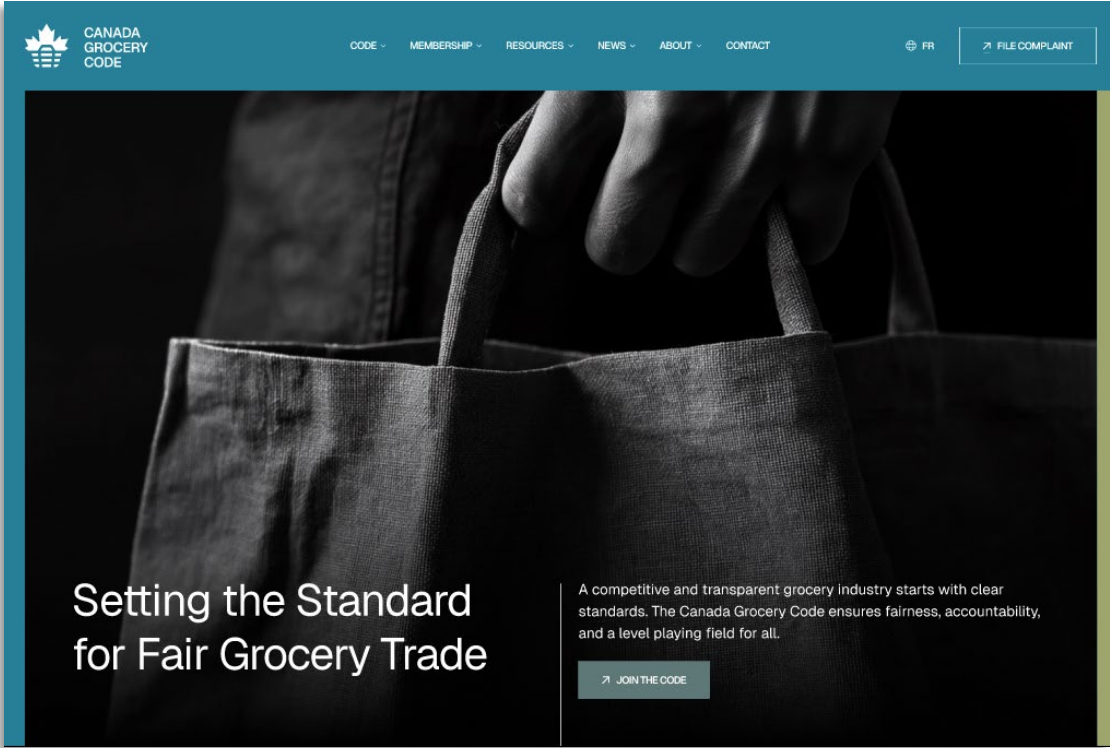
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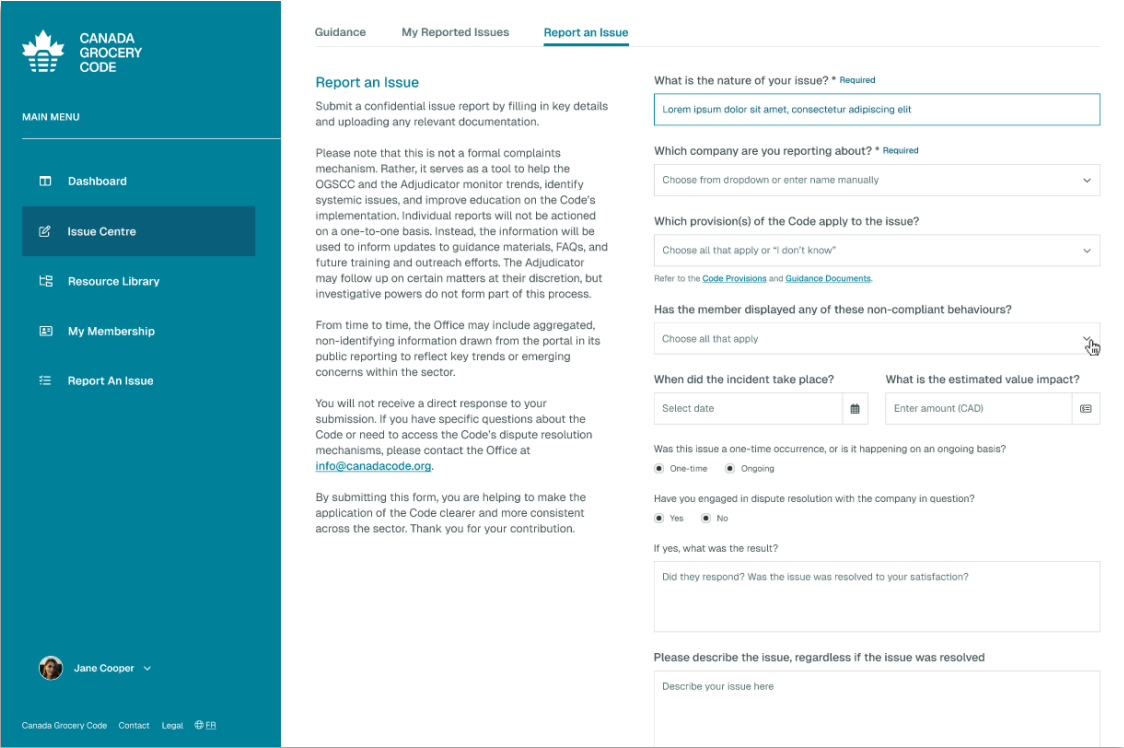
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NEW WEBSITE



New Website




Member Portal

MEMBER'S PORTAL


Members can submit a confidential issue report in the Issue Centre of the Member's Portal.


This is not a formal complaints mechanism, rather a tool to help the Office monitor trends, identify systemic issues, and improve education on the Code's implementation.





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MAIN MENU


 Dashboard


 Issue Centre

 Resource Library

 My Membership

 Report An Issue

 Jane Cooper ▾

Canada Grocery Code Contact Legal 

Issue Centre

Guidance My Reported Issues **Report an Issue**

Report an Issue

Submit a confidential issue report by filling in key details and uploading any relevant documentation.

Please note that this is not a formal complaints mechanism. Rather, it serves as a tool to help the OGSCC and the Adjudicator monitor trends, identify systemic issues, and improve education on the Code's implementation. Individual reports will not be actioned on a one-to-one basis. Instead, the information will be used to inform updates to guidance materials, FAQs, and future training and outreach efforts. The Adjudicator may follow up on certain matters at their discretion, but investigative powers do not form part of this process.

From time to time, the Office may include aggregated, non-identifying information drawn from the portal in its public reporting to reflect key trends or emerging concerns within the sector.

You will not receive a direct response to your submission. If you have specific questions about the Code or need to access the Code's dispute resolution mechanisms, please contact the Office at info@canadacode.org.

By submitting this form, you are helping to make the application of the Code clearer and more consistent across the sector. Thank you for your contribution.

Subject? * Required

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Which company are you reporting on? * Required

Select from the dropdown or enter manually

Which provision(s) of the code apply to your issue?

Select all that apply

Refer to the [Code Provisions](#) and [Guidance Documents](#).

Which of these non-compliant behaviours relate to this issue?

Select all that apply

When did the issue first arise?

Select date

What is the estimated value impact?

Enter amount (CAD)

Is this a one-time issue or an ongoing situation?

☒ One-time issue ☐ Ongoing situation


Have you engaged in formal or informal dispute resolution with the company in question?

☒ Yes ☐ No

If yes, what was the result?

If yes, describe the outcome of your dispute resolution. Was the issue resolved to your satisfaction?

Please describe the issue



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CODE IMPLEMENTATION

Phase 01

Pre-June 2025 : Framework Setup

- Governance structure & OGSCC office established
- Stakeholder engagement & communication strategy
- Draft guidance and tools in development

Phase 02

June –Dec 2025: Education and Compliance

- Focus on training, capacity building, and best practice sharing
- Voluntary compliance encouraged
- Informal/confidential reporting of issues in place
- Formal dispute resolution/adjudication not in place yet
- Feedback gathered to refine guidance

Phase 03

Jan 2026 Onward: Formal Compliance Oversight

- Formal dispute resolution mechanism fully activated
- Complaints formally accepted & mediated
- Monitoring, reporting & anonymized case summaries shared

** Emphasis on collaboration and good faith participation in early stages*

HOW TO WORK WITH US

Reach out to us through any of the following channels:



info@canadacode.org



613-670-5893



[canada-grocery-code](https://www.linkedin.com/company/canada-grocery-code)



canadacode.org

*Stay tuned for our **Members Portal** coming soon on our website!*

ACKNOWLEDGEMENTS

This project is funded through the Regional Collaboration Program under the Sustainable Canadian Agricultural Partnership, an agreement between the governments of Canada.



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Thank you.



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