



# Information Bulletin

## Agrobiological products

To all agents and suppliers

---

### Repositioning of agrobiological products by country of origin

After analyzing the results of two consumer studies, the Société des alcools du Québec would like to inform you that it will be repositioning agrobiological products at its outlets according to their country of origin. In fact, consumers clearly indicated to us through these surveys that they expect agrobiological products to be classified in this manner. The SAQ is constantly striving to renew its product line and to continue to offer agrobiological products, and to this end, has decided to move forward with the repositioning of these items in response to the requirements of consumers. This new positioning will come into effect when the planograms are updated. These products will be easy to find, because they will be identified as agrobiological on the shelves.

### Promotion to come

From April 22 to 25, a 10% discount will be applied to all agrobiological, eco-practical, and Fair Trade products (regular and speciality products) in all SAQ outlets.

If your product is currently listed in our directory and is certified by a certification organization that is recognized by the *Canadian Food Inspection Agency* (CFIA) or the *United States Department of Agriculture* (USDA) but is not on the current [list](#), please send us the following information by e-mail, at [qualite.etiquette@saq.qc.ca](mailto:qualite.etiquette@saq.qc.ca), **before March 18, 2010**:

- SAQ product code
- Product name
- Name of the supplier
- Certification recognized by the CFIA or the USDA (products from regions that are under conversion will not be accepted)

In order for your product to be eligible for this promotion, the label must comply with the labelling standards outlined by the *Conseil des appellations réservées et des termes valorisants du Québec* (CARTV).

Shelf labels will be available at the outlets to identify those products that are participating in the promotion.

For more information, please contact our  
**Service d'Assistance aux Relations d'Affaires**  
(Business Relations Assistance Service)  
by e-mail, at [sara@saq.qc.ca](mailto:sara@saq.qc.ca), or by phone, at 514-254-2711.