



Code on the Road: Engagement & Education Program

Background on the Canada Grocery Code

The [Canada Grocery Code \(the “Code”\)](#) is a voluntary, industry-led framework that sets clear standards for fair dealing and predictable commercial relationships between grocery retailers and suppliers. It was developed collaboratively across the industry to strengthen transparency and trust across the supply chain and address long-standing concerns about inconsistent fees, unclear agreements, and limited avenues for resolving disputes.

The Code applies broadly to retailers and suppliers of all sizes, including manufacturers, distributors, wholesalers, and primary producers, helping ensure fair, consistent practices across Canada’s grocery sector.

Overview

Code on the Road is the Office of the Grocery Sector Code of Conduct’s (OGSCC) national outreach program, designed to meet stakeholders where they are. Through regional sessions, conference appearances, and association engagement, the program makes learning about the Code accessible, interactive, and tailored to diverse audience needs.

Engagements through Code on the Road are offered by request and scheduled based on organizational priorities and availability

All Code on the Road sessions are provided at no cost to hosts or participants. The OGSCC does not charge for any of the engagements, and equally, we do not pay to attend events or to speak.

Whether part of an established event or a standalone engagement, Code on the Road supports sector-wide understanding, adoption, and meaningful dialogue.

Why Host Code on the Road?

Code on the Road strengthens industry awareness and collaboration through:

- **Accessible, Region-Based Engagement:** We attend your event, annual meeting, or conference, providing opportunity for stakeholders across Canada to learn, ask questions, and connect.



- **Customizable Programming:** Formats range from 15-minute keynotes to 60-minute group sessions, to one-on-one “speed meetings” or small-group conversations.
- **Direct Q&A:** Participants have the opportunity to ask questions and get real-time clarification.
- **Relationship Building:** In-person presence deepens trust, supports implementation, and keeps the Code responsive to evolving industry needs.
- **Easy Integration into Existing Events:** Associations simply provide a room, the OGSCC provides programming, speakers, materials, and session promotion templates.

Program Formats

Hosts may select one or combine multiple options. Sessions can be in person or virtual:

- **Panel Discussion**
 - Requires private meeting space
- **Fireside Chat**
 - OGSCC provides booking link
- **Board Meeting or Individual/Organizational Meeting**
- **Presentation** (*you choose the topics below*)
- **Virtual Session**
- **One-on-One Speed Meetings with a Representative from OGSCC**
- **Small Group Roundtable Sessions**
- **Live Q&A Session**
- **Tradeshow Booth / Event Booth**
- **Other Formats** (*e.g., video message, attendee engagement, networking*)

Presentation Topics

Below is a flexible menu of pre-tailored presentation options, along with add-on topics you can use to further customize your session:

1. **Introduction to the Code and Office: Understanding the Canada Grocery Code**
 - High-level overview of the OGSCC and how it functions
 - What it means for retailers and suppliers
 - High level how to engage with the OGSCC
 - High level overview of dispute resolution processes

Recommended for audiences that are new to the Code or have mixed familiarity.

2. **OGSCC Update: Progress, Priorities & Industry Insights**
 - OGSCC structure and governance



- Key engagement activities
- Common themes and early issues emerging across the sector
- Upcoming priorities

More conversational; well-suited to Board meetings, individual sessions, and organizational briefings.

3. Deep Dive: How to Read the Code & Dispute Resolution

- Refresher on the purpose and structure of the Code
- How to navigate the Code
- Overview of Guidance that has been issued by the OGSCC.
- Confidential Complaints process
- Dispute Resolution Management Process

Recommended for audiences already somewhat familiar with the Code and seeking more detailed operational understanding.

4. You Decide: Fully Customizable Presentation

- Agenda set collaboratively based on your audience's needs
- Content tailored to audience type, sector role, and familiarity

Add Ons:

- History of the Code
- How to Read the Code
- Membership & How to Join / Benefits to Membership
- Website & Member's Portal Overview
- Dispute Resolution Management Process / Alignment with the DRC
- Confidential Complaints Process / Issue Centre
- Stakeholder Specific Engagement (*tailored by audience type*)

Note: All sessions can be adapted to fit your preferred time length and are recommended to include dedicated Q&A time at the end. We can also offer sessions in French.

What We Need From Hosts

To bring **Code on the Road** to your event, all we require is:

- A private meeting or breakout room if doing one on one or small group sessions
- A/V setup
- Help promoting the session to your members



OGSCC will provide:

- All content and presentations
- Digital and printed materials as needed
- Promotional templates
- Registration links and scheduling for private sessions
- Coordination contact

How to Book

Hosts can request a Code on the Road engagement by filling out our [engagement form](#) with their event details and requirements.