



As an existing vendor with Farm Boy, we are excited that you wish to extend your line-up with us and look forward to discussing the new products you would like us to consider. Farm Boy has grown from a single store in Cornwall in 1981 to over 40 stores today and we would not have reached these goals without the hard work and imagination of companies like yours that produce so many of the unique and fantastic products we are able to offer to our customers.

As an existing vendor with Farm Boy, we would like to take this opportunity to review and update your file to ensure we have the most up-to date information. When submitting the product listing information to us if you could also please include the most recent copies of your safety certifications and liability insurance certificates.

Is your company set up for EDI? We strongly urge all of our vendors to update their systems to EDI as it is more efficient for everyone involved. If you are not set up for EDI you can read more about it by following this link:

<https://www.edibasics.com/implementing-edi/>

Farm Boy can provide further guidance if you require just make sure to ask.

We have included in this package the listing file that contains much of the information Farm Boy would require to list your product. While this information is not required at this point in the process if you have the information ready and would like to include it with your submission you are welcome to do so. You may attach the completed form as part of your submission accessed through the link in the section below.

NEXT STEPS

As part of your submission, we need you to complete the new product listing form that was attached to the email you received. Complete the form as best you are able and attach it to your submission. Please do not attempt to complete the online submission form until you have all of the information in the new product listing form completed.

At this point, one of the most common questions we receive is, “When are you going to look at my product?” Farm Boy conducts regular reviews of all products it carries. Every year, sometimes more than once depending on the category, we review every item that we carry on our grocery shelves. We look at everything from the price, the packaging, the sales history and more. There is a schedule set out that we follow, so depending on when you submit your product will depend on when you hear from us. If we review olives in February for example, but you submit your olive product to us in March, you may not hear from us until the following February. If you do not hear from us, while we may have enjoyed your product, at the time of review it was felt that the product may not have been a correct fit for Farm Boy’s needs. We will retain your product application on file and if something changes in the future, we will be sure to reach out to you.

Once you have the forms completed and are ready to continue, follow the link below to the online submission form.

[New Product Submission Form](#)

Completing this form will transmit the information to Farm Boy’s Category Management and Administration team. Once your product’s category comes up for review, if Farm Boy is interested in knowing more about your product our team will contact you. Once again, thank you for your interest in doing business with Farm Boy and thank you for your understanding that only those vendors we are interested in further discussion with will be contacted. Without your interest in developing new and amazing products Farm Boy would not be as exciting a destination for our customers to shop. ***We’re all about the food*** and we appreciate all of the effort and passion you have put into developing your product and your interest in doing business with us.