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FOR IMMEDIATE RELEASE

fsSTRATEGY CONTRIBUTES TO AWARD WINNING INITIATIVE

Alberta's Value Chain Initiative Receives Premier's Award of Excellence

Toronto, Ontario – June 25, 2008 – fsSTRATEGY has worked closely with the Alberta Value Chain



Initiative since 2006 to develop Value Chains into the foodservice market with Alberta food Companies. The initiative has recently received the 2008 Alberta Premier's Award of Excellence – Silver, the highest level of recognition available to a government team or project in Alberta

The Value Chain Initiative of Alberta, was a public-private sector partnership between Alberta Agriculture and Food, Agriculture and Food Council and Agriculture and Agri-Food Canada. As a catalyst for the agriculture and food industry, the Value Chain Initiative helped to apply and develop value chains provincially and nationally in retail and food service markets. The initiative is a leader in the delivery of information and educational materials, introducing strategic initiatives aimed at building best practices in Value Chain Development. With the help of fsSTRATEGY, this team has assisted Alberta companies in securing over 50 new product listings with Canadian retailers and foodservice companies.

fsSTRATEGY's Value Chain development services assist growers and food and beverage processors in identifying specific food product solutions that solve foodservice operator and distributor challenges and work with all links in the supply chain to "pull" the solutions through the system.

fsSTRATEGY is an alliance of senior consultants focusing on business strategy support-research, analysis, design and implementation-for the foodservice industry. Our team has extensive consulting experience in foodservice across Canada and internationally. Our team is unique in that we provide service to all foodservice sectors (restaurants, attractions, hotels and resorts, gaming establishments and institutions) and all levels of the foodservice supply chain (growers, processors, distributors and operators).

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For more information, or to schedule an interview, please contact Geoff Wilson of Bill Dover