



## **WHAT IS THE NASFT DIVERSITY PROGRAM?**

The NASFT recognizes the value of Diversity in the Food Industry and is committed to advancing a diverse culture in specialty food. The NASFT Diversity program called **Focus on Diversity** aims to develop and strengthen women/minority-owned companies by providing business-building tools, including research, education and mentoring; plus the opportunity to network directly with potential buyers at our Fancy Food Shows.

## **WHAT IS SUPPLIER DIVERSITY?**

Supplier Diversity is the practice of reaching out to businesses not traditionally included in the supply chain.

## **WHAT BUSINESSES QUALIFY FOR INCLUSION IN SUPPLIER DIVERSITY INITIATIVES?**

In the U.S., companies that are owned 51% or more by women or minorities qualify with proper certification. The U.S. government definition of minority applies.

## **WHY DO COMPANIES HAVE SUPPLIER DIVERSITY PROGRAMS?**

In the food industry, retailers and food service companies want to embrace consumers as business partners. With the U.S. becoming a society of more ethnically diverse people, the food industry wants to have vendors that mirror their consumers. The results speak for themselves:

7 out of 10 specialty food sales dollars are generated by retail chains with growing supplier diversity programs

Fastest growing segment of the U.S. retail business

Increases return on investment

Good corporate citizenship

## **WHAT ARE SOME EXAMPLES OF COMPANIES WITH SUPPLIER DIVERSITY PROGRAMS?**

- Ahold
- Albertson's
- Wal-Mart
- Kroger
- Safeway
- Food Lion
- Target
- Bi-Lo/Bruno
- Sodexo
- Wyndam Hotels
- Starwood Hotels
- Ritz Carlton

## **WHAT CAN PARTICIPATION IN SUPPLIER DIVERSITY PROGRAMS DO FOR NASFT MEMBERS?**

Certified companies enjoy facilitated access to key buyers via Supplier Diversity Directors/Managers and our new Business to Business sessions at the Fancy food Shows. At retail, certified companies are considered for the elimination or reduction of slotting fees for product placement. This can save a certified company tens of thousands of dollars.

**Questions? Contact Tressa Kennedy at 646-878-0170 or [tkennedy@nasft.org](mailto:tkennedy@nasft.org)**

## HOW DO I GET CERTIFIED?

Below is a list of Web Sites of several Diversity organizations. Select the organization where your company should belong, go to there site and apply for certification on the site.

### MINORITY-OWNED

#### NATIONAL MINORITY SUPPLIER DEVELOPMENT COUNCIL

[www.nmsdc.org](http://www.nmsdc.org)

A widely accepted certification that a business is owned (at least 51%), operated and controlled by minority group members: Asian-Indian, Asian-Pacific, Black, Hispanic, Native American. Another certification category: minority controlled (at least 30% economic equity). Certifications are by NMSDC Regional Councils throughout the US.

### WOMAN-OWNED

#### WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL

[www.wbenc.org](http://www.wbenc.org)

A widely accepted certification that a business is owned managed and controlled by a woman.

#### NATIONAL WOMEN BUSINESS OWNERS CORP

[www.nwboc.org/certification.html](http://www.nwboc.org/certification.html)

A recognized certifier of woman's ownership (means at least 51%) and control. According to NWBO a woman has control of the business if she is the final decision maker for all aspects of the business—financial, production, contracting, etc.—or she has delegated that authority to an employee manager or another partial owner.

### VETERAN

#### OFFICE OF VETERANS BUSINESS DEVELOPMENT SMALL BUSINESS ADMINISTRATION

[www.sba.gov](http://www.sba.gov)

#### OFFICE OF SMALL AND DISADVANTAGED BUSINESS UTILIZATION, DEPT. OF VETERANS AFFAIRS

[www.va.gov/OSDBU](http://www.va.gov/OSDBU)

Both Offices provide support and assistance for veterans.

*The certification process for the above agencies can take approximately 3 months.*

## HOW DO I BEGIN TO ACCESS SUPPLIER DIVERSITY PROGRAMS?

- Participate in NASFT Diversity Program
- Participate in NASFT one-on-one appointments with Supplier Diversity Directors
- Apply on-line to Supplier Diversity programs of retailers and food service companies of interest
- Make an appointment to follow-up with Supplier Diversity Director/Manager

### PHYSICALLY /MENTALLY CHALLENGED

#### NATIONAL MINORITY SUPPLIER DEVELOPMENT COUNCIL

[www.nmsdc.org](http://www.nmsdc.org)

Certifies ownership (at least 51%) of person with impairment that substantially limits one or more major life activities; other possibilities exist.

### KOSHER

#### OU KOSHER ORGANIZATION

[www.oukasher.org](http://www.oukasher.org)

Kosher certification approves the production process. OU approves labels and the use of its seal.

### HALAL

#### ISLAMIC FOOD AND NUTRITION COUNCIL OF AMERICA

[www.ifanca.org](http://www.ifanca.org)

Halal certification approves the slaughter process.

### SMALL BUSINESS

#### SMALL BUSINESS ADMINISTRATION

[www.sba.gov](http://www.sba.gov)

Small businesses can be certified based on the size (number of employees) and/or receipts of the company.

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