

## QR CODES

### What they Mean to your Food Business



Quick Response (QR) codes can be powerful marketing tools for food companies. They can convey information about your product or company to consumers, help you engage with purchasers, run promotions and collect valuable data about your customer base.

QR codes can:

- Link to Social Media – Placing a QR code on your product label or promotional materials can take consumers directly to your website or social media accounts, allowing them to learn more about your products, company, brand, and values.
- Run Special Promotions – QR codes can be used to offer promotions, coupons, contests and discounts.
- Collect Feedback – A QR code can lead your customers to a survey or feedback form, allowing you to gather valuable insight about your target consumer and their perceptions of your product and company. This can help you better engage with the marketplace, tweaking your product or marketing efforts as necessary.
- Provide Recipes and Instructions – Some companies will use a QR code to link to recipes, videos or detailed cooking instructions. This can be an effective way to drive sales by highlighting the versatility of a product and its many uses.
- Eliminate Packaging Waste – Creating a dynamic QR code that can be changed and updated frequently eliminates the need for re-printing packaging if there are small changes to your product or new promotional endeavours.
- Enhance Product Labeling – QR codes can be used to convey enhanced nutritional information, provide traceability and highlight any additional certifications that your product might have.
- Boost Online Sales – QR codes can also be used to simplify the online ordering process for customers and retailers.

YOUR FUTURE IN FOOD

## QR CODES

### What they Mean to your Food Business



How to create a QR Code:

1. Choose a QR code generator. There are many free ones available online.
2. Enter the URL or Information. Once you've selected a generator, enter the URL or the information you want linked to the QR code. This could be a website, a contact card, a Wi-Fi network, or even plain text.
3. Customize Your QR Code. Many generators allow you to customize the design of your QR code.
4. Generate and Download. After customizing, click the button to generate your QR code. Once it is generated, you can download it in various forms like PNG or JPEG.

Overall, QR codes are a versatile way to do some creative marketing and generate excitement and awareness about your company and products. Create yours today.

Manitoba Agriculture can help you build your future in food. Our business development specialists offer consulting, pathfinding services, training and resources that will help you manage and grow your business.

Get support every step of the way.

[Manitoba.ca/foodbusiness](http://Manitoba.ca/foodbusiness)

Follow us on Twitter @MBGovAg

Watch our videos at [Manitoba Agriculture You Tube – Food Business Pathways](#)

Email: [mbagrifood@gov.mb.ca](mailto:mbagrifood@gov.mb.ca)

Available in alternate formats upon request.

