

*Quality*  
is in our **nature**



*Canada*

## **The Canada Brand**

**For food and agriculture products**

- Benefit from Canada's strong reputation
- Differentiate your product from your competition
- Support and strengthen your marketing efforts



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

**Canada** 



## What is the Canada Brand?

The Canada Brand is a strategy to sell more Canadian products. It's a means of telling our customers – in Canada and around the world – about the unique advantages and particular attributes of Canadian products.

## What does the Canada Brand involve?

**A PROMISE:** The Canada Brand promise is the basis for our branding efforts, and offers guiding principles for how we conduct business and develop our products.

*We are committed to earning our customers' trust in Canadian agriculture and food products every day through our relentless pursuit of excellence in all that we do.*

**A LOOK:** Graphics, including a stylized maple leaf, ribbon and a “Quality is in our nature” tagline, help reinforce the promise and increase the visibility of Canadian products.

**The Canada Brand research confirmed our own analysis of certain markets and made us rethink our approach to others. I truly believe that using the Canada Brand has helped our company increase its sales.**

*Larry McIntosh  
Peak of the Market  
Canada Brand member*



## TOOLS AND PROMOTIONAL SUPPORT:

- A Canada Brand logo, photos and designs to help distinguish your Canadian products at trade shows or in stores, in Canada or internationally.
- International and domestic market research to help develop your marketing strategies.
- Opportunity to benefit from government-led promotional campaigns, including advertising, restaurant and store promotions, in key markets.

## What makes the Canada Brand so powerful?

Extensive buyer and consumer research shows Canada's positive reputation has a world-wide reach – a familiarity and trust that is unparalleled. Canada's image as a country of clean, wide-open spaces, whose citizens are honest and friendly, can be a powerful tool to help you distinguish your products from your competitors' – globally and at home.

By applying the Canada Brand to your business plans and products, you have the potential to gain all the benefits of a strong brand – from product recognition to increased customer loyalty and greater profitability.

**Research shows that in Canada, putting a maple leaf on the front of a product label or package, and in close proximity to a clarifying Canadian content statement, increases sales.**

*Agriculture and Agri-Food Canada research*



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## Who can use the brand?

- All members of Canada's food and agriculture industry are invited to use the Canada Brand tools to complement and strengthen their own marketing activities in relation to products produced or processed in Canada.
- In some situations, co-branding of foreign-processed products with significant Canadian ingredients is permitted.

In order to safeguard the value of the Canada Brand, participants are required to sign an agreement setting out the terms and conditions of usage.

## What is Agriculture and Agri-Food Canada (AAFC) doing?

- Conducting retail and restaurant promotions, advertising and public relations campaigns in key international markets.
- Working with processors and retailers in Canada to increase the visibility of Canadian products.
- Continually developing market research tools, photos and graphics for government and industry to use in their branding efforts.
- Working with industry to help sectors adopt the Canada Brand and live the brand promise.







## Where can you find out more?

### Contact us:

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**Having ready-made Canada  
Brand tools, like key messages,  
country research reports and a  
common look, gives me more time  
to concentrate on making contacts  
and networking.**

*Scott Sigvaldason, Smart & Natural Foods  
Ltd., Canada Brand member and CBC's  
Dragons' Den winner*

