Agriculture: food much more

Agriculture Canada

Canadian Agriculture Library Bibliothèque canadienne de l'agriculture Ottawa K1A 0C5



Making Canada an even better place to live

Canada's agriculture and food industry touches the lives of
Canadians in every corner of the country. The Government of
Canada's agriculture and food portfolio works with the provinces,
industry and rural communities, to help bring the benefits of
prosperity to all Canadian communities.



The Government of Canada's Agriculture and Agri-Food Portfolio

Agriculture and Agri-Food Canada	2
National Farm Products Council	16
Canadian Food Inspection Agency	17
Canadian Grain Commission	18
Canadian Wheat Board	19
Farm Credit Canada	
Canadian Dairu Commission	

Canada...

An agricultural nation

Canada's agriculture and food industry is a high-tech, high-value, knowledge-based sector that is integral to the Canadian identity.

In Canada, more than ninety-eight per cent of farms are family-owned and operated. These increasingly versatile, productive farms lie at the heart of a dynamic industry that has doubled its impact on the economy in little more than 30 years.

A century ago, a Canadian farm grew enough food to feed 12 people annually. Today, with larger farms and productivity that climbs every year, a farm produces enough to feed 135 people every year — and is just as capable of producing fuel ethanol as beef and barley. Agriculture today is not just food — it is food and much more.

An innovative nation

Innovation on the farm, linked with advances in science and technology and fast-moving global trade, is giving shoppers the wide variety of products they want, when they want them. Every year, Canada's world-class food industry develops a larger array of new, healthy products that line grocery shelves from China to the United States.

The agriculture and food industry is big business! It generates 130 billion dollars in sales annually and accounts for almost two million jobs. In fact, food processing is the largest manufacturing sector in seven our of ten provinces.

The value of Canadian agri-food exports has doubled in the last ten years.

A trading nation

The agriculture and food industry is responding to the demands of consumers here in Canada and around the world who want assurances about the safety and quality of the food they eat. Canada's plants and animals are raised in an environmentally responsible way, and our world-class food and animal inspection system is a model for other countries around the world.

As new technologies improve the safety and quality of traditional food and feed products, Canadians are making inroads into new foods such as functional foods, and non-food markets such as bio-diesel fuels made from soybeans and canola, and ink made from flax. Agriculture today is food – and much more.



AAFC researchers, working with industry, use innovative feeding and management regimes to produce good-tasting, high-nutrition chickens.

Agriculture and Agri-Food Canada

Early in the last century, a dedicated scientist working on a federal government experimental farm changed the course of the Canadian west. Charles Saunders developed Marquis wheat, a crop that flourished in Canada's cool northern latitudes. Canada earned the reputation as "the bread basket to the world," and thousands emigrated to this country to farm the land.

That remarkable success story is just one of many. Canada's reputation for agricultural excellence, earned in those early years, endures to this day. Agriculture and Agri-Food Canada (AAFC) still acts as a catalyst, working across the nation to give industry the tools it needs to bring consumers the safe, healthy products they demand.

Food Security, Health of the Environment, Innovation

AAFC's story is one of continuing innovation and steady progress. AAFC works with a complex web of interrelated specialists, to help foster a resilient, versatile industry, capable of capturing new opportunities.

Across the department, agriculture and food specialists are pioneering safe, environmentally friendly ways to make the best use of Canada's agricultural resources. For farmers and the entire food industry, this means boosting productivity and safety, while cutting production costs. It means reducing risks, forging strong research and business alliances, and opening markets around the world.

Canada has proven agricultural strength, an excellent international reputation, and an enviable position as a high-technology nation, well-connected to its citizens. In many ways, the promise today is brighter than ever.

To help producers capitalize on that promise, the Government of Canada provides a range of world-class safety net programs, such as the Canadian Farm Income Program (CFIP), the Net Income



Canada's agriculture and food industries drive growth and prosperity. Canadians purchase 110 billion dollars worth of food products every year, and foreign consumers purchase an additional 20 billion dollars annually.

Stabilization Account (NISA) and Crop Insurance (CI), designed to stabilize farm income in the face of cyclical downturns and other risks. To strengthen the competitiveness of the sector as world agriculture evolves, AAFC is working closely with the provinces and our industry partners to develop and promote improved safety nets and other risk management tools.

Investing in life's basic building blocks

In Canada and around the world, scientific breakthroughs are ushering the agriculture and food industry into a new era. Remarkable biological advances, coupled with high-speed information technology, are launching a global revolution as scientists put living things to work in new ways.

Canadian agriculturalists are already in the health business.

For example, AAFC researchers are boosting the cancer-fighting antioxidant content of fresh fruit and vegetables, and increasing the beneficial lycopene levels in tomatoes.

AAFC is exploring revolutionary ways to break down what we now grow as food into components for a wide variety of new applications: flax as building insulation, or oat extracts in high-value skin lotion and shampoo.



Where food and medicines meet. Lycopene extracted from tomato skins may prevent cancers and help treat a host of other diseases. A finger-sized vial is worth a half million dollars.

A global economy based on living, renewable resources

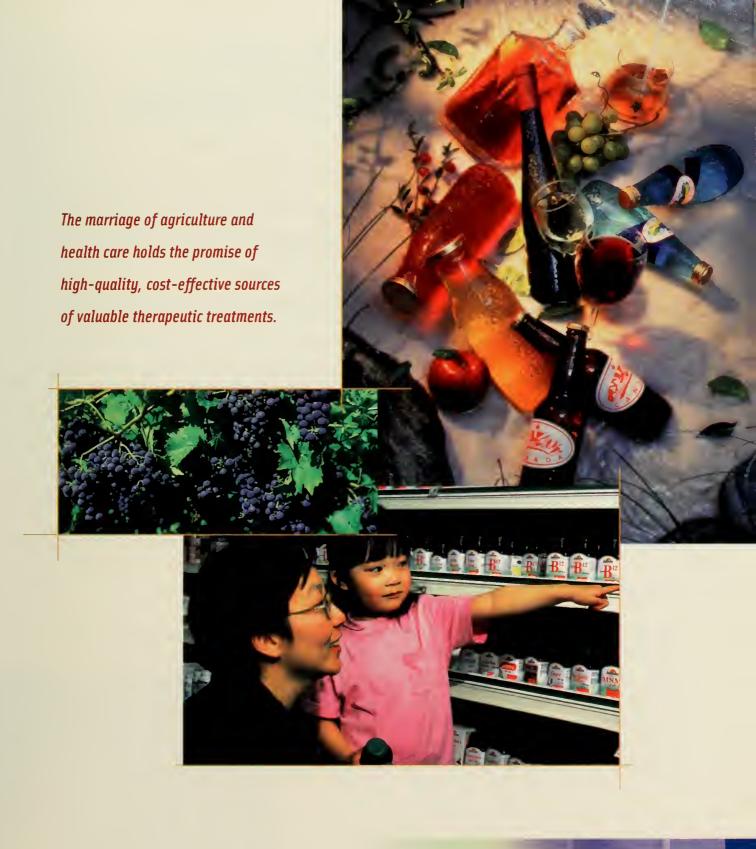
These discoveries, and others like them, are part of a global science revolution that has the capability to strengthen not only the agriculture and food industry, but Canada's environment and rural communities.

The Government of Canada is investing hundreds of millions of dollars into expanding our understanding of all living organisms. It is funding research to create new medicines, new tools for health diagnosis and more nutritious crops with higher yields. It is helping develop new technologies that clean up the environment or replace older products with newer, "greener" ones.

Developments like these promise to pay real dividends for farmers and rural communities by building a more versatile and prosperous industry, capable of supplying valuable new products to the world.

An ear-full of bio-products. Look beyond cornbread, corn on the cob and even fuel ethanol. Corn components are used in a quarter of all grocery products, and more.







Canada is branding itself
as a world leader in food
safety, research and
environmental stewardship.

Security of the Food System

A stable industry consumers can count on

Canada's food system is one of the safest in the world. The red maple leaf on Canada's food products is internationally recognized: our country has built a strong reputation for products consumers can rely on.

Confident consumers

Today, consumers everywhere are calling for stronger assurances that food is wholesome and safe. Canada puts safety first, whether this means careful analysis of new foods, or tracking cattle from the originating farm through the production chain. AAFC works with the Canadian Food Inspection Agency, Health Canada and industry to emphasize safety in every step of the food production process.

Building consumer confidence means providing consumers everywhere with more information on where and how their food is grown and processed. It means developing new food-testing technologies and genetic screening to pinpoint diseases; and it means having a food inspection system they can count on.

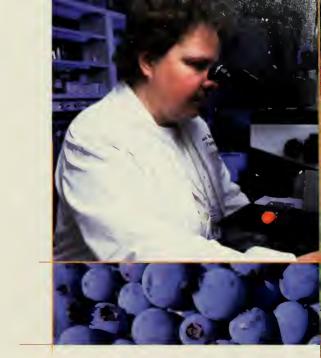
Lowering farm risks

Canada's farmers are known for safe, high-quality products grown in an environmentally friendly manner. Their success depends on strong domestic programs that help farm families manage financial, environmental and food safety risks.

Farmers are the cornerstone of an evolving industry, and the tools they need to succeed must evolve with them. To lower farm risks, the Government of Canada is working with the provinces to usher in a new era in farm safety nets, which help farm families weather floods, droughts and downswings in the global economy. And since farm income depends on taking advantage of new consumer trends and breaking into new markets, AAFC supports farmers' decisions to diversify their operations.

The department assists new industries that produce higher-value products, encouraging new jobs and investment in Canadian communities. It invests in research that leads to better land use, and helps fund strong on-farm food safety programs.

To help countries around the world develop a secure supply of safe food, AAFC works with international partners in the Food and Agriculture Organization of the United Nations, Consultative Group on International Agricultural Research and Inter-American Institute for Cooperation on Agriculture.



Open markets, strong trade rules and global cooperation

New and innovative products, coupled with healthy farm practices, contribute to consumer confidence in markets at home and around the world. And to showcase Canada's excellent products, AAFC works to open new markets and keep them open.

AAFC is Canada's agricultural trade advocate, breaking down trade barriers at home and abroad. Working with federal trade specialists and provincial partners, AAFC fights for stronger trade rules and a level playing field through the World Trade Organization, and negotiates new agreements, such as the Free Trade Area of the Americas. Trade negotiations are critical to income security on the farm.



The net income of farmers growing specialty crops is increasing, as farmers look to nutraceuticals and functional foods to diversify their crop production.



To protect cranberry fields from the fireworm larvae,

AAFC researchers developed a pheromone spray that stops parent moths from mating: the pheromone causes the males to lose their way.

Health of the Environment

Smart technologies ... farm-friendly solutions

AAFC is working hand-in-hand with industry to make Canada the world leader in using environmental resources wisely. That focus is essential as Canada, like nations around the world, confronts complex environmental issues that threaten our communities, and our planet.

Long-term sustainability means, above all, developing smart technologies and farm-friendly solutions that protect the diverse ecosystems on which the country's future depends. It also means balancing protection with robust production: developing new "green" products that consumers want, and that help rural communities grow and prosper.

Agriculture in harmony with nature

AAFC's second sustainable development strategy, *Agriculture in Harmony with Nature II*, is rooted in the protection of Canada's lands and waters, its air and genetic resources. The agriculture industry is increasingly taking measures to keep the environment clean – well beyond farm gates.

To protect the planet's ozone layer, for example, Canada is phasing out the powerful fumigant, methyl bromide. AAFC is working with industry to pioneer safe, cost-effective alternative pest control products. And to combat climate change, AAFC is helping industry find promising new ways to decrease greenhouse gas emissions from livestock, and increase organic carbon stored in soils.

The PFRA's 100-year old shelterbelt program has supplied farmers with a half billion trees and shrubs, conserving millions of hectares of farmland from erosion.

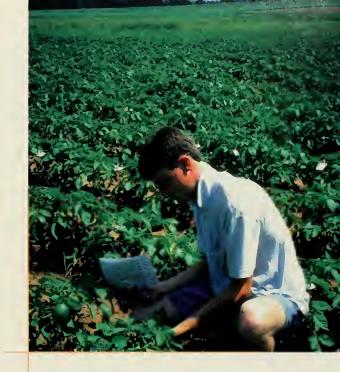


On the Prairies, AAFC is helping revolutionize seeding practices. Using new management techniques such as reduced tillage, farmers have successfully reduced erosion. And using today's new technologies, growers can determine precisely how much fertilizer their lands require. Precise application enhances productivity — and it's good for the environment.

Farms for the future

AAFC's hand-in-hand work with the agriculture industry, coupled with innovative tools and products, is the key to building more prosperous farms and healthier communities. AAFC is pioneering biologically sound methods of pest control and introducing crop diversification options, such as sea buckthorn. This familiar shelterbelt species has surprising potential: it produces a sunscreen so potent it can protect astronauts from sunburn in space.

Such advances underline the importance of safeguarding the country's biological diversity and its environmental health, as scientists continue to unlock the potential of Canada's living resources. To guide the industry, AAFC established 14 agrienvironmental indicators that gauge the health of agricultural lands and waters in every corner of Canada. This reliable baseline information, linked to AAFC analysis and modelling, helps Canadians set a clear course for environmental health and sustainable growth.





In the Prairies, new farming techniques such as reduced tillage have reduced wind erosion in many areas, but in dry regions the risk remains high.



Better soybeans bred at AAFC labs were the key to the first foreign-made miso winning recognition in Japan.



Innovation for Growth

Inventing the Future

Future success hinges on the industry's continuing ability to develop a broad range of exciting new products — many undreamed of a decade ago — and find innovative ways to take them around the world.

Canadians spend one billion dollars on agricultural research every year, and AAFC contributes more than a third of that. It is a sound investment. Bold new research is offering growers and consumers the products they want, from fatfree chicken, to tough new cereal crops that can be grown with fewer pesticides.

AAFC's 19 national research centres act as catalysts for industry growth, providing expertise and attracting investment. Federal scientists are developing safer food-processing techniques, preserving genetic resources, and introducing innovative crop strains and advanced animal production technologies. AAFC and industry collaborate on more than a thousand research projects each year, producing a steady stream of healthy — even revolutionary — products for markets around the world, from lentil innoculants that boost farm yields, to paper made from wheat straw.

Plant breeding for the new millennium

Today, scientists are unlocking the secrets of molecular farming in investigative projects across the country. They are already using plant genes to produce proteins to treat diabetes, for example.



Such biotechnological advances are a powerful magnet for investment, stimulating new business in Canada and promoting alliances with international firms. The bio-industries of tomorrow promise to have a huge impact on the well-being of people around the world.

Innovative products ... top marketing

To give innovative Canadian products a competitive edge in promising international markets, AAFC provides strategic and practical assistance through the Agri-Food Trade Service (ATS), the agri-food arm of the federal government's Team Canada Inc.

Canada's exports are climbing, yet in global terms, the growth has barely begun. By 2005, Canada intends to capture four per cent of the world's food trade. Today, more than half of the country's sales are in higher-value processed products that keep manufacturing jobs here at home, and Canada is aiming even higher. Processed products are the fastest growing, most profitable segment of the industry.

Canada on the world stage

AAFC is helping to attract global investors to Canada, promoting Canada's low manufacturing costs and skilled labour, and our excellent position as a launching pad for products bound for North American markets and beyond. The Agri-Food Trade Service participates in trade shows, hosts trade missions and brings Canadians together to promote *Made in Canada* products around the world. It assists export-ready firms and provides hands-on assistance to agricultural entrepreneurs. High-quality market analysis and intelligence are also available online at http://ats.agr.ca.



Every dollar spent on potato research
nets a 10 dollar return to the sector
- a 220 million dollar benefit each year.



In just 20 years, Canadians have come to dominate world lentil trade, and new AAFC technologies, such as a lentil seed innoculant, promise to boost production by twelve per cent.



A decade of carefully targeted wheat breeding promises to add up to one billion dollars to Canada's exports by 2005.



Working together in rural Canada

The new economy ... taking root in every part of the country

Canada's rural and remote communities are, and will continue to be, fundamental to our nation's identity. Nine million people live in these diverse communities – many rich in natural resources and cultural heritage.

Yet rural Canadians face substantial challenges: many communities are remote from services and markets, their economies resource-based and cyclical. To meet those challenges, rural communities are transforming and their businesses are diversifying, as they prepare to play a larger role in today's economy.

The transformation holds great promise for Canadians everywhere, not only in farming communities, but in fishing villages, mining and forestry towns, and northern and Aboriginal communities as well. The Minister of Agriculture and Agri-Food, supported by the Secretary of State, is the advocate for rural Canada, where one-third of all Canadians live.

Making rural Canada an even better place to live: Canadian Rural Partnership

Rural people cannot transform their communities by working alone. To harness nation-wide support, the Government of Canada brought 29 federal departments and agencies together in the Canadian Rural Partnership, and Canada appointed its first Secretary of State for Rural Development.

The Canadian Rural Partnership is increasing awareness of the needs of rural and remote communities among government policy-makers and program managers. It is also channelling funds to rural communities for pilot projects, to address concerns identified by the communities themselves.

The investment in rural

Canada continues to grow

Each federal dollar spent

generates a return of

three dollars from other

investors. For more information, contact:

Rural Secretariat
(613) 759-7112
www.rural.gc.0



Rural Canada generates
40 per cent of Canada's exports.

Transforming the rural economy

AAFC invests in hundreds of rural initiatives through programs such as the 60-million dollars, four-year Canadian Adaptation and Rural Development Fund (CARD). CARD helps promising agri-businesses look beyond traditional crops and production methods, to develop new and novel products and better ways of taking them to market. To funnel support where communities need it most, funding decisions for 40 per cent of the overall funding are made by industry-led Adaptation Councils across Canada.

Looking to the future

Co-operatives have also played an important role in agricultural and rural communities by meeting the economic and social needs of citizens. Today, the agriculture and food industry faces new challenges and producers have the opportunity to look at new and innovative strategies. Co-operatives are well positioned to help producers meet these challenges. They provide a means for producers to diversify their production, to develop niche markets, to move into value-added products, etc. As we look ahead, co-operatives will certainly continue to provide producers with a valuable business model that will help improve their overall well-being. As well, co-operatives will be instrumental in developing rural regions where they supply needed services and help build self-sufficient communities.



Sharing the Opportunity

In working to strengthen the agriculture and agri-food economy, the Government of Canada touches the lives of Canadians in every corner of the country.

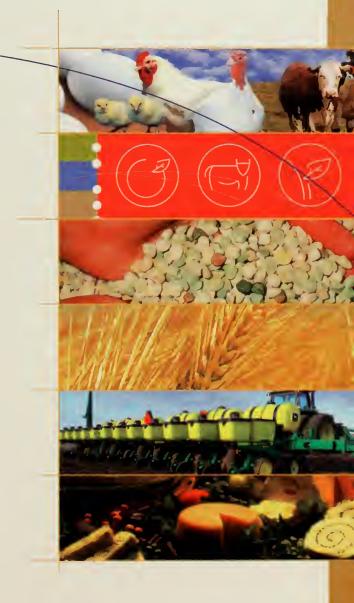
Across the agriculture and agri-food portfolio, this means:

- building a world-leading agriculture and agri-food economy driven by innovation, ideas and talent
- creating a stronger industry base, on which Canadian communities can flourish and grow
- ensuring a clean, healthy environment and safe food for Canadians.

By working with a vast range of interrelated industries and rural communities, the agriculture and agri-food portfolio makes an essential contribution, helping strengthen the fabric of Canada's society and bringing the benefits of prosperity to all communities.

The Government of Canada's Agriculture and Agri-Food

Portfolio





National Farm Products Council

344 Slater Street, 10th Floor

Ottawa, Ontario

Canada, K1R 7Y3

Tel.: (613) 995-6752

www.nfpc-cnpa.gc.ca

Helping Farm Product Producers

The federal government has a mechanism under the Farm Products Agencies Act that lets farm product producers join together in the form of an Agency to be more efficient, more competitive and more effective in meeting market needs in Canada and abroad.

The National Farm Products Council (NFPC) is the government body that makes the legislative tools known and available to the farm groups, and makes sure any farm products agency established makes maximum responsible use of the legislated authorities and powers conveyed on it.

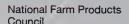
The NFPC works with two types of agencies

One agency type allows farm product producers to come together to operate an orderly marketing system. Under this form of agency, farm product producers plan, in an orderly way, the production and marketing of a farm product to meet the projected market need for that product.

Another agency type allows farm products producers to establish promotion and research agencies. Agencies of this type can fund their commodity promotion and research programs through levies or "check-offs" collected on the marketing or importation of their commodity product.

Council also administers the Agriculture Products Marketing Act by which provincial producer associations may be granted authority over the interprovincial and export marketings of a farm product that matches authorities they have received from their provincial government in relation to intraprovincial trade.





Safeguarding Canada's food, animals and plants

In Canada, food safety is rigorously enforced. And since safe food begins with healthy plants and animals, the Canadian Food Inspection Agency (CFIA) establishes standards and policies for animal and plant health. The Agency works across the system to protect Canada's animal and plant resource base — our crops, forests, livestock and fish — against the introduction and spread of regulated pests and diseases. Health Canada establishes standards and policies for the safety and nutritional quality of foods sold in Canada.

The Agency's inspectors — including experts in veterinary medicine, nutrition, molecular biology, chemistry, toxicology, agriculture, environmental science and food law — are stationed in hundreds of field offices, laboratories and industry facilities across the country. The CFIA inspects not only foods, but also seeds, feeds, fertilizers, plants and animals on which a safe food supply depends.

Inspectors monitor the safety and quality of agricultural and aquatic commodities and food products made in Canada, and oversee the arrival of plants, animals and food imported from more than 200 countries around the world. The CFIA increases its surveillance on any food or supplier of concern, recalling suspect products, seizing shipments or prosecuting law breakers. Foods entering Canada are subject to the same strict laws as those made here at home.

Raising the bar on safety

The CFIA is Canada's largest science-based regulatory agency. Inspectors and investigators depend on sophisticated technologies to identify impurities, diagnose diseases or detect pests and viruses that can threaten food, plants, and animals. The Agency's 22 laboratories conduct over 500,000 tests a year, and officers work with industry to implement state-of-the-art systems capable of pin-pointing potential food hazards.



Canadian Food Inspection Agency

59 Camelot Dr.

Ottawa, Ontario, Canada, K1A 0Y9

Tel.: 1-800-442-2342

www.inspection.gc.ca

Helping Canadians reduce the risks

Since a strong food safety system depends on day-to-day prevention, the CFIA works with 60 organizations to focus attention on food-borne bacteria which can cause illness in the home. CFIA's food safety fact sheets provide tips on 30 topics, explaining the causes of salmonella, for example, or how to safely package school lunches.



Canadian Food Inspection Agency Agence canadienne d'inspection des aliments



Canadian Grain Commission

600-303 Main St.

Winnipeg, Manitoba

Canada, R3C 3G8

Tel.: 1-800-853-6705

www.cgc.ca

Quality, innovation and service

Canada's competitive edge in world grain markets hinges on the consistency and quality of Canadian grain. Where quality counts, the Canadian Grain Commission (CGC) is involved.

The CGC provides independent quality assurance and certification services right across Canada's grain industry. The CGC is a federal agency which serves producers, marketers and customers alike by testing new varieties, setting quality standards and grades, and resolving grading disputes and customer concerns about grain quality. The CGC licenses elevators and grain dealers in Western Canada and transfer elevators in Eastern Canada. It inspects and certifies export shipments: the Certificate Final is internationally recognized as the CGC's assurance of grade and weight.

Grain standards – the specifications for visual grading – are based on the CGC's end-use testing and research. Today, with genetically modified crops on the market and new varieties with specialized end uses, the CGC is developing rapid, instrumental tests to supplement visual grading. In Eastern Canada, for example, the CGC tests for Round-Up Ready® soybeans.

Grains are monitored throughout the handling system to detect any problems with quality, cleanliness, safety or purity of variety. The CGC is also involved when varieties with specialized or genetically modified characteristics are required to move through the system with their identities preserved. From the grain bin to market, the CGC is committed to providing quality assurance services in a changing market.





Working for Prairie farmers to market western Canadian wheat and barley in over 70 countries worldwide

The Canadian Wheat Board (CWB) is one of the world's largest wheat and barley exporters with annual sales revenue of between 4 and 6 billion dollars depending on grain prices and crop production.

The CWB's Board of Directors includes ten farmer-elected directors and five appointed directors.

Through the CWB, Western Canada's approximately 90,000 wheat and barley farmers sell together to obtain higher prices and stable markets for their grain. The CWB offers competitive prices, adjusting its sales strategy each year to target markets that provide the best return for farmers. All sales proceeds, less marketing costs, are returned to western Canadian farmers.

The CWB is also involved in supporting activities such as product and market development, grain delivery and movement coordination, and sales follow-up to ensure customer satisfaction. It transmits market signals to plant breeders and farmers who are pioneering new wheat and barley varieties.

The CWB and Agriculture and Agri-Food Canada fund the Canadian International Grains Institute (CIGI). CIGI, together with the CWB, supports market development and helps customers investigate uses for Canadian wheat and barley.

Canadian Wheat Board

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www.cwb.ca





The Canadian Wheat Board La Commission canadienne du blé



Farm Credit Canada

1800 Hamilton St.

P.O. Box 4320

Regina, Saskatchewan

Canada, S4P 4L3

Tel.: 1-877-332-3301

www.fcc-sca.ca

Agriculture. It's all we do.

Farm Credit Canada/Financement agricole Canada

More than 40 years of financing agriculture

In agriculture, success starts with an idea – from cultivating a new crop variety to having the vision to process production locally, adding value closer to home. Farm Credit Canada (FCC) supports this innovative spirit.

As Canada's only national financial institution totally dedicated to agriculture, FCC offers a range of flexible financial solutions to help producers and agribusiness operators succeed. FCC works with them through every stage of their operation, from startup to retirement, and through all phases of commodity price cycles.

With a network of 100 offices, FCC helps make agricultural financial and business management services accessible throughout rural Canada. Many of the corporation's 900 employees come from a farming background and are well known for their agricultural financial expertise.

Agriculture is more than a business; it's a way of life

FCC examines the trends affecting agriculture to develop financial and business management solutions that meet producers' needs today and well into the future. The corporation works with producers and agribusiness operators to identify emerging industry needs and develops products and services to meet these needs.

An example of this is the AgriStart loans, introduced in 1998 to help beginning farmers start and expand their operations. In early 2001, FCC and seven other industry partners introduced AgriSuccess.ca, which offers life cycle planning services through seminars and the Web.

By offering a comprehensive range of services, FCC helps agricultural customers succeed in the long term.



Coordinating the management of Canada's multi-billion dollar dairy industry

Canada has more than 20,500 dairy farms and over a million milking cows – and they are excellent producers. Better feeding, genetic advancements and management practices have meant that Canadian dairy farms sell over 4 billion dollars worth of milk each year. Another 4.5 billion dollars in value is added by a vibrant processing industry, supplying Canadians with a wide variety of high-quality specialty cheeses, yogurts, ice creams and more.

The Canadian Dairy Commission (CDC) was established to oversee Canada's milk marketing system so that dairy farmers have the opportunity to earn a fair return, and Canadian consumers enjoy a continuous supply of high-quality products.

The CDC works with the industry at the provincial and national levels to build consensus by coordinating the implementation of the National Milk Marketing Plan, recommending milk production targets and administering, on industry's behalf, agreements between provinces to pool sales revenue. It also administers programs for the ingredients market which serves a wide variety of related industries, from bakers to food and confectionery manufacturers.

Since milk production fluctuates, the CDC operates storage programs that act as a buffer when supplies are low. It also purchases excess butter and skim milk powder at fair prices, and encourages the production of specialty products when supplies are plentiful. CDC purchase prices act as milk pricing guides for marketing agencies across the country. This approach helps maintain income stability on Canada's dairy farms and consistency across the industry.



Canadian Dairy Commission

1525 Carling Ave., Suite 300

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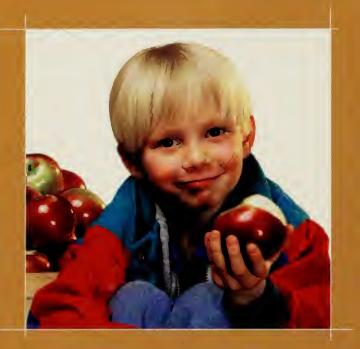
Tel.: (613) 792-2000

www.cdc-ccl.gc.ca





Commission canadienne du lait



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