

Newsletter for Small and Medium-sized Businesses

November 2014

In the news



Opening up the world of international trade data



If an entrepreneur was interested in looking for data on imports and exports in Canada, where would he find it?

International trade statistics can help

Statistics Canada calls this data [International trade statistics](http://www.statcan.gc.ca). On the website www.statcan.gc.ca, you can find search tools, publications and easy-to-use tables for Canada and each province. As well, there is access to detailed statistics from a variety of sources including online tables and databases.

For example, to help you look for information on potato exports:

1. Go to the Statistics Canada website www.statcan.gc.ca
2. Under Browse by subject – select International Trade
3. Under Featured products – select [The Canadian International Merchandise Trade \(CIMT\)](#)
4. You can select variables (e.g., country, province, state, year, month, or frequency) to create a customized data report which can be saved in a spreadsheet. In addition, data tables are generated on the screen for a quick review.

From this you will learn international trade activity for potatoes. You can examine a specific commodity (Potatoes seed, fresh or chilled; Potatoes, frozen; Potatoes dried, but not further prepared or seven other commodity types) as well as the type of trade (Domestic exports, re-exports or imports), and the destinations, quantity and value of the commodity.

Uses of international trade data

Information about international trade is invaluable to understand and monitor economic activities. With this Information, business can identify markets, monitor price trends, and government can manage monetary, fiscal and foreign exchange policies.

International trade data provide the details that small and medium sized enterprises need to make important decisions when promoting their products.

Federal, provincial and municipal governments and economic development agencies use it to gauge the state of trade in their respective jurisdictions. Trade policy information provides facts that policy makers need to draft legislation.

As well, this data provide the information that analysts need to advise decision makers.



Explore for more

There is a world of international trade data to discover. Starting with Statistics Canada www.statcan.gc.ca opens the doors to explore classification systems, trade publications and reporting tools that can make a difference in your understanding Canada's place in the world.

If you have specific requests, contact our information agents by email at infostats@statcan.gc.ca or by telephone at 1-800-263-1136, Monday to Friday, except holidays, from 8:30 a.m. to 4:30 p.m. in all Canadian time zones.

Study: Agriculture in Canada



Farm area on Canada's best agricultural land declined by almost one million hectares between 2001 and 2011. The country has approximately 50.5 million hectares of agricultural land classified as dependable agricultural land—areas deemed suitable for long-term cultivation. From 2001 to 2011, farm area located on dependable agricultural land declined by 969,802 hectares (-2.6%), according to "[Agriculture in Canada](#)," a new study in *Human Activity and the Environment*.

Cross-border shopping, 2006 to 2012



About three-quarters of Canadians live within 160 kilometres of the Canada-US border. Many consumers use their relatively easy access to the United States as a shopping option. This is especially true for those living right along the border when it comes to shopping for goods that are traditionally cheaper in the United States, like gasoline and groceries.

Several factors can contribute to the growth in cross-border shopping, among them is the relative strength of the Canadian dollar over the study period.

Find more details at "[Study: Cross-border shopping, 2006 to 2012](#)".



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Travel between Canada and other countries, August 2014



If you work in the travel and tourism industry, you will likely appreciate a monthly update on travel between Canada and other countries, thanks to Statistics Canada's International Travel Survey (ITS). The Frontier Counts component of the survey provides a full range of statistics on the number of international travelers by selected category and by type of transportation as well as the number of automobiles, trucks and other vehicles (motorcycles, snowmobiles, bicycles) entering Canada.

Here are a few highlights for August 2014:

- US residents made 1.7 million trips to Canada, down 0.9% from July.
- Overseas residents made 457,000 trips to Canada in August, up 2.9% from July and the highest level since record keeping began in 1972.
- Among the major overseas tourism markets, Brazil contributed the most to this growth (up 3,100 trips from a month earlier), followed by the United Kingdom (+2,400) and China (+1,900).
- August also saw China replacing France as Canada's second largest source of overseas visitors with a 4.6% increase to a record 43,000 trips.

Full article and data tables at "[Travel between Canada and other countries, August 2014](#)".

Other News

Behind the data – seasonal adjustment explained in simple terms



When reading a report from Statistics Canada, you may come across the term "seasonally adjusted" and wonder what it means.

Statistics Canada has put together a special feature titled "[Seasonally adjusted data – Frequently asked questions](#)" in the new "Behind the data" module. It provides nontechnical answers to selected questions related to the use and interpretation of seasonally adjusted data. We hope you will find it useful.

Canadian Megatrends

[Canadian Megatrends](#) is a new special feature that Statistics Canada publishes in celebration of the agency's centennial – yes, the agency is turning 100 in 2018! The publication highlights some of the sweeping changes that have had a lasting impact on Canadian society and economy by using StatCan data.

In the inaugural edition, we invite you to discover the changing contribution of migratory and natural increase to population growth in Canada from 1851 to 2061 through the article titled "[Population growth: Migratory increase overtakes natural increase](#)".



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We are taking a little break

We will not publish a newsletter in December. We would like to take this opportunity to wish you and your loved ones a safe and happy holiday season. See you in 2015!

Visit the *Stay Connected* portal on the Statistics Canada website



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Questions or comments?

Please contact our communications staff in your region:

- Atlantic provinces: Sarah Cassidy, sarah.cassidy@statcan.gc.ca
 - Quebec: Mandoline Royer, mandoline.royer@statcan.gc.ca
 - Ontario: André Langdon, andre.langdon@statcan.gc.ca
 - Prairie provinces, British Columbia, Yukon, Northwest Territories and Nunavut: Peter Liang, peter.liang@statcan.gc.ca
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About the Newsletter for small and medium-sized businesses

Statistics Canada recognizes that business entrepreneurs have specific information needs. Its Business Outreach Program is dedicated to serving you through this free, monthly newsletter.

Benefits of subscribing

Stay informed about the latest Statistics Canada releases that are important to business owners, managers and entrepreneurs. The releases explain how to access related information.

Subscribe to our newsletter through the new My StatCan portal to learn about:

- Upcoming events and activities that will help you get the most from Statistics Canada data.



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