



**May 2014**

## **International Events**

### **June 24-27, 2014 - SIAL Brazil, Expo Center Norte, Sao Paulo, Brazil**

SIAL Brazil is distinctive. Following the model of SIAL Paris, the biggest world event in the food and beverages market, the Brazilian edition gathers all the segments in this market, with the presence of national and international companies, all of them presenting the trends and innovations for the retail and food service. The show will take place at the same date and time as Fispal Food Service, the largest event for food in Latin America. This is a unique event for the food market that will offer you a complete mix of products and solutions. Tradeshow figures in 2013 - 500 exhibiting brands, 20 international pavilions, 12,501 professional visitors, 15,000 sqm. For more information please visit:

<http://www.informagroup.com.br/site/hotsite.asp?IdEvento=181>

### **June 25-28, 2014 - Taipei International Food Show, Taipei, Taiwan**

Food Taipei is one of Asia's most important food shows and had celebrated its 24th birthday in 2014. The show itself has been the most popular platform for industry players to launch their products into the hottest Taiwan and overseas markets.

In 2013, Food Taipei had a record 997 exhibitors and 2,041 booths, the exhibition include all kinds of ready-to-eat food items and distinctively Taiwanese produce, raw materials, processed and semi-processed products, such as indigenous Taiwanese tea, sub-tropical fruit, fish that are farmed using unparalleled technology, vegetarian food of various cuisine styles, and more. For more information, please visit the following event web site:

[http://www.foodtaipei.com.tw/en\\_US/index.html](http://www.foodtaipei.com.tw/en_US/index.html)

### **June 29 – July 2, 2014 - Summer Fancy Food Show, New York**

With 50+ years of history, the Fancy Food Shows are North America's premier showcase for specialty-gourmet, ethnic, natural and organic foods, snacks and beverages. The Fancy Food Shows are known for the quality of their attendees. An impressive 85% of all show attendees either authorize or recommend purchasing decisions. Buyers from every major food buying channel attend including specialty food retailers, caterers and bakeries, white table cloth and quick-service restaurants, hotels and airlines, delis and convenience stores, gift stores, candy stores, mail order and internet retailers, chain and independent supermarkets and mass merchants. A sampling of buyers that attend every show include Whole Foods, Costco, Kroger, Barnes & Nobles, Wal-Mart, The Fresh Market, Amazon.com, Restaurant Associates. These buyers rely on the Fancy Food Shows exclusively to source products! Learn more about this event at

<http://www.specialtyfood.com/fancy-food-show/summer-fancy-food-show/>.

Please see note below regarding Food Beverage Canada's Professionally Designed Canadian Pavilion at the Summer Fancy Food Show 2014.

### **September 15-18, 2014 - Fine Food Australia, Melbourne Convention and Exhibition Centre, Melbourne**

Fine Food Australia is the leading trade event for the food industry that consistently delivers the widest and most relevant range of International and Australia buyers and sellers. Connect with over 1,000 exhibitors showcasing the latest product and equipment. Discover new business opportunities and learn the latest trends and technology.

For more information please visit: [www.finefoodaustralia.com.au](http://www.finefoodaustralia.com.au)

### **September 17-20, 2014 – Natural Products Expo East, Baltimore Convention Center, Baltimore, MD**

Natural Products Expo East brings together the natural, organic and healthy-lifestyle industry with thousands of products from passionate manufacturers, inspiring and practical education, and networking events where you will meet the contacts that will carry your business through its next stage of growth. For additional information about ExpoEast in Baltimore, MD, please visit

[www.expoeast.com/](http://www.expoeast.com/).

### **September 22-24, 2014 - Seafood Expo, Southern Europe, Fira de Barcelona, Barcelona**

Business opportunities are boundless with hundreds of seafood product and processing companies. Join top buyers from across the retail, foodservice, manufacturing and processing industries in Barcelona for three days of business and networking. At Seafood Barcelona you will find top suppliers with the most innovative seafood products and services to hit the Southern European market. For more information please visit:

[www.seafoodbarcelona.com](http://www.seafoodbarcelona.com)

### **September 24-26, 2014 - Annapoorna World of Food India, Bombay Convention and Exhibition Centre Mumbai, India**

Annapoorna World of Food India has emerged as THE MOST SOUGHT AFTER trade fair in India for food and beverages. In 2012, Canada's agri-food exports to India reached \$640 million CDN; India is expected to become the 4th largest retail market in the world by 2020. Annapoorna World of Food India 2014 is a unique platform for Food & Beverages trade witnessed by who's who of the industry to witness the latest food, beverage and allied suppliers from around the world. For more information please visit:

[www.worldoffoodindia.com](http://www.worldoffoodindia.com)

**Food Beverage Canada**, in cooperation with Groupe Export agroalimentaire and the Consulate General of Canada, Boston, will be accepting applications to join their Professionally Designed Canadian Pavilion at the Summer Fancy Food Show 2014.

This Food Show provides the opportunity to connect with over 2,400 exhibitors from over 80 countries and regions and by exhibiting with the Food Beverage Canada Pavilion you will receive the following benefits:

- Professionally Designed Booth space
- Tasteful Furnishings including red carpet, wood paneling, back lighting, table and chairs, lockable countertop, display case, stool, wastebasket, one outlet, and signage with logo
- Listing in SFFS Exhibitor Catalogue
- Ongoing Support and Management assistance pre and Post show from FBC staff
- Solid Presence in 30 booth Strong Canadian contingent (possible access to funding from your province)
- Invitation to Canadian Pavilion Educational Session and Retail Store Tours on June 27, 2014 (optional for exhibitors)
- Invitation to Official Canadian Pavilion Networking Event
- Access to Business Builder Meetings (for NASFT members)

As there is LIMITED booth space available, and applications will be accepted on a first-come, first-served basis, it is encouraged that you submit your application form today. To request an application form call 780-486-9679 or 1-800-493-9767 or send an email to Lisa Iwanyk, Director of Market Development at [liwanyk@foodbeveragecanada.com](mailto:liwanyk@foodbeveragecanada.com).

Note: Food Beverage Canada will also be doing a Walking Program for this show. Please visit Food Beverage Canada's website for additional information, as well as list of other upcoming programs for 2014-2015 - <http://www.foodbeveragecanada.com/>.

## **Trade Reports**

### **ASIA & THE PACIFIC**

#### **Grocery Retail Trends in Taiwan – November 2013 (14 Pages)**

Taiwan has almost 24 million inhabitants and is considered to be one of the largest economies in the world. Over the past 50 years, the country's economy has transitioned from one that was agriculture-based into that of an industrial nation. In comparison with the rest of the Asia-Pacific region, the Taiwanese enjoy a high average gross annual income totalling US\$18,070 in 2011, and a total consumer spending per capita of US\$12,504 in that same year. In 2017, predicted total consumer spending per capita may reach US \$16,481. Total grocery spending in Taiwan, has gone from 28% of total consumer spending in 2009 to nearly 30% in 2012.

This report provides an overview of Taiwan's socioeconomic and demographics as well as details on grocery retail trends and retailer characteristics by channel. It also explains top grocery retailers and their environment and current consumer trends.

Source: Agriculture and Agri-Food Canada  
<http://www.ats-sea.agr.gc.ca/asi/6425-eng.htm>

### **EUROPE**

#### **Inside the European Union - The Fish and Seafood Trade – May 2013 (11 pages)**

The fish and seafood market in the European Union (E.U.) is projected to grow at a steady pace. Growth depends on a number of factors, including consumer confidence in the products they are buying and eating. The E.U. fish and seafood market is facing challenges, including mislabelling, environmental and ecological issues, confusion regarding safety, and apprehensions about quality. The latest trend in the E.U. points toward the desire to eat more naturally, fuelled by strong consumer interest in healthy eating, environmental preservation, and more sustainable sourcing.

The report provides information on global market sizes and consumption trends as well as sustainability trends. The import and export statistics provided support the fact that the European Union is increasingly dependent on imports of fish and seafood products. Source: Agriculture and Agri-Food Canada  
<http://www.ats-sea.agr.gc.ca/eur/6479-eng.htm>

### **LATIN AMERICA & THE CARIBBEAN**

#### **At a Glance – 2013 Reports (2 pages each)**

At a Glance fact sheets provide the latest information on country land, population, GDP and growth. These reports also provide the top five Canada Agri-Food Exports/Imports and Canada Seafood Exports/Imports from 2010 to 2012. Source: Agriculture and Agri-Food Canada

Argentina - <http://www.ats-sea.agr.gc.ca/stats/5147-eng.htm>

Brazil - <http://www.ats-sea.agr.gc.ca/stats/5157-eng.htm>

Chile - <http://www.ats-sea.agr.gc.ca/stats/5161-eng.htm>

### **NORTH AMERICA**

#### **The Specialty Food Market in North America – March 2012 (23 pages)**

Driven by consumer trends for healthy, allergen-free and unique food products, as well as increasing ethnically diverse populations, the Canadian and United States (U.S.) consumer markets provide a wide range of potential opportunities for the specialty food industry. It is apparent that the market for specialty food products continues to grow and will likely remain in demand for the future.

This report provides information on consumer market and trends, retail trends, opportunities for Canadian exporters, international access issues and competition.

Source: Agriculture and Agri-Food Canada  
<http://www.ats-sea.agr.gc.ca/can/6116-eng.htm>

### **GLOBAL**

#### **Global Consumer Trends - Age Demographics – August 2012 (21 pages)**

This report explores current ideas about age and their relationship with consumer behaviour. As the global population ages, national governments and businesses around the world will be forced to identify and address age-related issues.

In addition to addressing these emerging age phenomena and their impact upon global markets, this report also identifies consumer trends, with respect to food and drink, in the following specific age groups: babies and toddlers, children, youth and young adults, adults, and seniors. Different concerns regarding health and wellness, food safety, environmental sustainability, and financial security, influence consumer behaviour in these age groups.

Source: Agriculture and Agri-Food Canada  
<http://www.ats-sea.agr.gc.ca/inter/6217-eng.htm>

## **New Market Intelligence Reports from Global Analysis**

The Global Analysis Group of Agriculture Canada publishes a variety of market intelligence reports to help Canadian suppliers understand world markets and compete internationally.

Recent titles include:

- Doing Business with Metro Group in Western Europe
- Crustaceans in China
- Market Overview: United Arab Emirates
- Packaged Food Sales in Saudi Arabia
- Retail Innovation: Tesco in the United Kingdom
- Consumer and Retail Trends in China
- Market Overview: United Kingdom
- Foodservice Trends in Brazil
- Market Overview: France
- Fortified/Functional Foods in China
- Market Overview: Morocco
- Business Environment: United Arab Emirates
- Market Overview: Germany

For more information on these reports, or to join our distribution list and receive new reports as soon as they are issued, please contact [infoservice@agr.gc.ca](mailto:infoservice@agr.gc.ca).

## **Events in Canada**

### **May 22, 2014 - Savour Food & Wine Show, Confederation Centre of the Arts, Charlottetown**

Savour food & wine is simply Mingle-Licious! Savour Celebrates and promotes the talents of local chefs, artisans distilleries, wineries and sommeliers, as well the diversity of Prince Edward Islands quality food products. Sample the creations of over 40 great food and beverage vendors at the Island's biggest culinary event of the year. For more info please visit: [www.charlottetownfestival.com](http://www.charlottetownfestival.com)

### **May 30 – June 1 2014 EAT! Vancouver, BC Place Stadium, Vancouver, BC**

EAT! Vancouver - is Canada's largest consumer food, beverage and cooking festival taking place at BC Place Stadium, Vancouver, BC on May 30, 31 & June 1, 2014. The food show features hundreds of food, beverage and kitchen goods exhibitors along with wineries, breweries, restaurants, cooking demonstrations, wine and cheese seminars, cookbook authors, and chef competitions. For more information please visit <http://www.eat-vancouver.com/>

### **June 9-12, 2014 - Conférence de Montréal, Hilton Montréal Bonaventure, Montréal**

The Conference of Montreal is committed to heightening knowledge and awareness of the major issues concerning economic globalization, with a particular emphasis on the relations between the Americas and other continents. The Conference also strives to foster exchanges of information, to promote free discussion on major current economic issues and facilitate meetings between world leaders to encourage international discourse by bringing together Heads of State, the private sector, international organizations and civil society. For more information please visit: [www.conferencedemontreal.com](http://www.conferencedemontreal.com)

### **June 18-20, 2014 - Canada's Farm Progress Show, Evraz Place, Regina**

The country's Largest Trade Show is a dry land farm technology show that annually attracts 45,000 visitors from around the globe. It's the place to be for opportunity, innovation and excitement. This year, organizers look forward to new facilities and programming that add even more value for stakeholders, from exhibitors and sponsors to the visiting public. The Co-operator's Centre, provides 650,000 square feet of easy-to-access, connected indoor display space within the show's 1.8 million square foot layout. Perennial favourite

programs will include the demonstration areas, Innovation Showcase, Ride and Drive Test Area, New Innovations Showcase and the Antique Truck and Tractor Showcase. In addition, Livestock Centre, Energy Centre, Modern Lifestyles Showcase, entertainment and educational seminars are all on offer and promise to be better than ever. The International Buyers Program is another feature that sets the CFPS apart from other shows of its kind. International guests and buyer delegations from over 50 countries are matched with the products, services and suppliers that they need. The country's leading manufacturers can meet international customers and the country's top farmers, face-to-face, in one marketplace. It's just one more reason to consider this show the best in the country. For more information please visit: <http://www.myfarmshow.com/>

### **September 11-14, 2014 - CHFA East, Metro Toronto Convention Centre, Toronto**

CHFA East is Canada's largest conference and trade show for the natural health and organics industry. It's the place to meet the industry's top manufacturers, distributors and brokers, face-to-face. With more than 650 exhibits on our 80,000 square-foot show floor, there's always something new to discover. For retailers, this event is the year's biggest showcase of innovative new products and educational seminars. For more information please visit [www.chfa.ca/tradeshows/chfa-east/](http://www.chfa.ca/tradeshows/chfa-east/).

### **September 29-30, 2014 - Grocery Innovations Canada, Metro Toronto Convention Centre, Toronto**

The Canadian Federation of Independent Grocers is proud to present Grocery Innovations Canada 2014. Grocery Innovations Canada (GIC) is the premier event developed by our industry for our industry. Invest in yourself, your people and your organization. GIC is the only event in Canada that delivers TWO full days of grocery-specific conference and trade show and provides exceptional networking opportunities with forward-thinking innovators. GIC has been designed with you in mind so that you can maximize your time and improve your operations – get the information you want today, while learning tips that you can put into action tomorrow. GIC is at the forefront of innovation – you will find products and services at our trade show that will keep you on the cutting edge. For more information please visit [www.groceryinnovations.com](http://www.groceryinnovations.com).

## News

### **April 15, 2014 – Success of the Canadian Agriculture Sector in 2012, Ottawa, Ontario**

An Overview of the Canadian Agriculture and Agri-Food System 2014, a report released today by Agriculture and Agri-Food Canada (AAFC), shows the strength of the agriculture and agri-food sector's contribution to Canada's economy.

*"Canada's agriculture and food industry has evolved into a modern, technologically advanced, export-oriented sector that is among the elite performers in today's highly competitive global marketplace. Our government will continue its aggressive trade agenda, and will continue to work bilaterally and multilaterally to level the global playing field so Canadian farmers and agricultural exporters can maximize opportunities in international markets."* - Agriculture Minister Gerry Ritz

Using historical data up to 2012, the Overview shows that the farm and food sector displayed robust performance in 2012, enjoying high farm income levels, strong market receipts, stable profit margins, and increased export sales.

<http://news.gc.ca/web/article-en.do?nid=838759> Source: Agriculture and Agri-Food Canada

### **Pre-publication copy of US Food and Drug Administration's Final Rule on Establishment, Maintenance and Availability of Records**

On January 4, 2011 President Obama signed into law the Food Safety Modernization Act, enabling the Food and Drug Administration (FDA) to better protect public health by helping to ensure the safety and security of the food supply. The law also provides FDA with new enforcement authorities to help it achieve higher rates of compliance with prevention and risk-based food safety standards and to better respond to and contain problems when they do occur. The Food, Drug and Cosmetics Act has been amended to expand FDA's access to records relating to food that FDA reasonably believes to be adulterated and presents a threat of serious adverse health consequences or death to humans or animals. The following links provide details:

- the first link takes you to the final rule which will be published in the Federal Register on April 4, 2014
- the other two links are updated Guidance Documents that interpret the Final Rule.

Final Rule on Establishment, Maintenance, and Availability of Records: Amendment to Record Availability Requirements

<https://s3.amazonaws.com/public-inspection.federalregister.gov/2014-07550.pdf>

FDA Records Access Authority Under Sections 414 and 704 of the Federal Food, Drug, and Cosmetic Act

<http://www.fda.gov/downloads/Food/GuidanceRegulation/UCM292797.pdf>

What You Need To Know About Establishment and Maintenance of Records - Small Entity Compliance Guide

<http://www.fda.gov/downloads/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/FoodDefense/UCM391440.pdf>

### **March 31, 2014 to May 30, 2014 - The US Food and Drug Administration has developed Draft Guidance for Industry: Prior Notice of Imported Food Questions and Answers**

This proposed guidance (based on an update of previous guidance) is open for consultation for 60 days (starting March 31, 2014).

The following links provide details:

Draft Guidance for Industry: Prior Notice of Imported Food Questions and Answers (Edition 3)

[http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/FoodDefense/ucm078911.htm?source=govdelivery&utm\\_medium=email&utm\\_source=govdelivery](http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/FoodDefense/ucm078911.htm?source=govdelivery&utm_medium=email&utm_source=govdelivery)

Imports under the FSMA

[http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm257980.htm?source=govdelivery&utm\\_medium=email&utm\\_source=govdelivery](http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm257980.htm?source=govdelivery&utm_medium=email&utm_source=govdelivery)



## ORDER SHEET

MAY 2014

### New Publications and Reports for May 2014

To assist our clients and partners in identifying export opportunities, the Agri-Food Trade Service of Canada is offering the following trade documents. These documents are available at no charge. This page is your order sheet, and the remaining pages provide short summaries of the documents available, as well as information and a list of upcoming events. **Please note that some hyperlinks require a password and user identification. Registration to gain access is free. You can register online at [http://www2.agr.gc.ca/password/password/input\\_e.asp](http://www2.agr.gc.ca/password/password/input_e.asp) and [www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca).**

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### Order Sheet – May 2014

On the form below, please indicate the documents that you wish to receive, and we will forward them by mail as soon as possible. Please return this sheet by fax to Agriculture and Agri-Food Canada at: **902-370-1511 (new)**. If you would like additional information prior to ordering, please call: **902-370-1505 (new)**.

- ☐ **1.** Grocery Retail Trends in Taiwan – November 2013
- ☐ **2.** Inside the European Union - The Fish and Seafood Trade – May 2013
- ☐ **3.** Latin America & The Caribbean At a Glance – 2013 Reports
- ☐ **4.** The Specialty Food Market in North America – March 2012
- ☐ **5.** Global Consumer Trends - Age Demographics – August 2012

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