

## August 2014 International Events

### **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)

### **October 17-19, 2014 - PMA Fresh Summit – Anaheim, California**

Fresh Summit brings together the leaders in the world of fresh produce to conduct business and examine trends and topics of common interest. If you are a part of the industry, looking to do business with the industry or simply want to learn more about future opportunities, Fresh Summit has something for every segment of the supply chain and all the industries that support it. With more than 20,000 people participating, Fresh Summit can help you anticipate change, identify emerging trends, and profit from new opportunities. For more information please visit:  
[www.freshsummit.com/](http://www.freshsummit.com/)

### **October 19–23, 2014 - SIAL Paris - Paris, France–Parc des Expositions de Paris Nord Villepinte**

Agriculture and Agri-Food Canada invites you to participate in the official Canada Pavilion at SIAL 2014. Benefits will include onsite and on-going marketing support, show and official catalogue registration, pre-show invitations to key international buyers, daily networking sessions, the opportunity to meet one-on-one with Canadian Commissioners attending the show, company signage, and more. To register visit <http://www.ats-sea.agr.gc.ca/eve/sial-eng.htm> and click on Registration.

### **October 27-28, 2014 - America's Food & Beverage Show (18th) - Miami Beach Convention Centre, Miami, Florida**

This show delivers the best opportunity to showcase, explore and sample the largest selection of foods and beverages from USA and around the world. It provides you with the answers on how to increase your sales leads and results. Whether your challenges are in sales, sourcing or services, the Americas Food & Beverage Show, and its networking events, is the unique one-stop marketplace designed to bring together all segments of the food and beverage industry and to expand your sales opportunities! For more information please visit:  
[www.americasfoodandbeverage.com](http://www.americasfoodandbeverage.com)

### **November 2-6, 2014 - Havana International Fair 2014 (FIHAV), Havana, Cuba**

This event is your opportunity to penetrate the multimillion-dollar Cuban market, expand your markets, launch new products and meet foreign buyers and suppliers. High ranking officials and decision makers from the Cuban government, senior representatives, as well as retailers, restaurateurs, brokers, wholesalers, importers and other distributors of food products are present at this event. For more information, please visit the following event web site:  
[www.feriahavana.com/](http://www.feriahavana.com/)

### **November 5-7, 2014 - China Fisheries and Seafood Expo (CFSE) 2014, Qingdao, China**

Held annually with alternating locations in the cities of Dalian and Qingdao, China Fisheries and Seafood Expo is the largest business-oriented fish and seafood show in all of greater China, drawing thousands of key decision makers from the region. China Fisheries and Seafood Expo features an estimated 900 exhibitors from 35 countries/regions covering nearly 200,000 square metres of exhibit space. For further information, please visit the event website:  
[www.chinaseafoodexpo.com](http://www.chinaseafoodexpo.com)

### **November 6-8, 2014 – Hong Kong International Wine & Spirits Fair, Hong Kong**

The Canadian Food Exporters Association in cooperation with the Hong Kong Economic and Trade Office, and the Hong Kong Trade Development Council, will be organizing a Canada pavilion at the Hong Kong International Wine & Spirits Fair, Hong Kong Convention & Exhibition Centre. This will be of interest to those companies that are in the alcohol industry as well as food products that compliment alcohol. There is very limited space and funding available for this event so it is important that you get your application in as soon as possible. For more information please visit:  
<https://www.cfea.com/events/hkwinespirits2014invite.aspx> You can register online at  
<https://www.cfea.com/events/hkwinespirits2014form.aspx>.

### **November 9-11, 2014 - SEAFEX Exhibition, Dubai**

This exhibition will present an excellent opportunity not only to market products in the UAE but in the region, as the show is well attended by buyers from the GCC (Gulf Cooperation Council) and the Middle East in general. The business environment in the UAE is very welcoming and the market presents a hub for re-exporting. In 2012, annual seafood imports to the region totalled \$466.7 million US. Please visit [www.seafexme.com](http://www.seafexme.com)

### **November 12-14, 2014 - FHC China 2014 - Shanghai New International Exhibition Centre**

Held annually, Food and Hotel China is the premier business exhibition for the global food and hospitality sector in China. The

show attracts an estimated 30,000 buyers of quality imported products from retail, hospitality and food sectors across China. Food and Hotel China features 1,500 exhibitors from 70 countries and regions. . For additional information about this show, please visit [www.fhcchina.com](http://www.fhcchina.com). Agriculture and Agri-Food Canada will manage the Canadian presence at FHC 2014. The deadline to register with AAFC is June 15, 2014. Full payment, \$5,500 CDN, is due within 15 days of registration. For companies interested in exhibiting FHC in Shanghai, please contact: Benjamin Berry, AAFC, Tel. 613-773-1565 Email: [ben.berry@agr.gc.ca](mailto:ben.berry@agr.gc.ca) OR Mr. Henry Deng, Canadian Consulate General in Shanghai Tel: 86-21 -3279-2819 Email: [henry.deng@international.gc.ca](mailto:henry.deng@international.gc.ca)

## **CALL FOR APPLICATIONS**

### **48hrs in the Hub**

**October 21-22, 2014 - Cambridge, MA**

Applications Open: Wednesday, July 30, 2014 Deadline: Wednesday, August 13, 2014

The Consulate General of Canada in Boston and the [Canadian Entrepreneurs in New England](http://www.thecene.org) (CENE) are currently accepting applications from Canadian companies for our "48hrs in the Hub" program: October 21-22, 2014 in Cambridge, Massachusetts. Canada's most promising startups will be selected to join us in Cambridge for 48hrs in the Hub, a semi-annual, intensive two-day program of mentorship, strategic partner visits and networking. Boston/Cambridge is a hub for Life Sciences, ICT (including Green and Health IT), Advanced Manufacturing (such as robotics and sensor technologies from the aerospace, defense and ocean technology sectors), and emerging Food product companies. 48hrs in the Hub is also an opportunity to gain visibility for your company/technology in the local Boston business and investment community. Companies are evaluated and selected based on their *initial traction in the market, differentiated technology, and potential to grow*.

See draft program at the [CENE](http://www.thecene.org) (<http://www.thecene.org/---148-hours-in-the-hub/c11nc>).

Apply for 48hrs in the Hub, please click [here](http://www.thecene.org/---148-hours-in-the-hub/c11nc). (<http://www.thecene.org/---148-hours-in-the-hub/c11nc>)  
Applications open Wednesday, July 30, 2014 and must be submitted by Wednesday, August 13, 2014.

## **Trade Reports**

### **ASIA & THE PACIFIC**

#### **At a Glance – Japan (Feb 2014, 2 pages)**

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 2011 to 2013.

<http://www.ats-sea.agr.gc.ca/stats/5188-eng.htm>

Source: Agriculture and Agri-Food Canada

### **EUROPE**

#### **Agriculture and Agri-Food Sector Profile – Denmark (May 2014, 10 pages)**

Although Denmark's agricultural industry is export focused, Canadian exporters will find opportunities to supply primary and intermediate products to Denmark's large processing industry, as well as processed, value-added foods. There is good market potential for fish and seafood, organics, Canadian niche products, berries, seeds and specialty crops, pet food, wine and functional food/nutraceutical products. The wide range of Danish's tastes and preferences offers opportunities for niche products and foods with unique characteristics. Canada with its lean meals, finished meals, and top of the line specialties has much to offer.

[www.tradecommissioner.gc.ca/eng/document.jsp?did=151016](http://www.tradecommissioner.gc.ca/eng/document.jsp?did=151016)

Source: Canadian Trade Commissioner Service, DFAIT

#### **The German Functional Food Sector and the German Food and Beverage Industry (June 2014, 6 pages)**

Germany's excellent R&D activities, a strong domestic market and the logistical advantage of the central European location have created an attractive environment for foreign investors. Furthermore investment projects of German and/or foreign companies can be supported with custom tailored incentive packages. A recent example is the branch plant of VIVA Coffee in Eastern Germany, one of the major projects which could be

realized with the support of Germany Trade & Invest GTAI and their partners. This report highlights the German functional food market, activities by the European Food Safety Authority (EFSA), functional beverages (dominated by multinational companies such as Nestlé and Coca Cola, Altria Group, Pepsi Co Inc. and Kraft Foods), list of leading food product distributors in Germany, leading food subsectors (including an increase in organic food sales), product innovation and incentives for investors.

Source: Department of Foreign Affairs, Trade and Development Canada

<http://www.tradecommissioner.gc.ca/eng/document.jsp?did=152244>

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

#### **At a Glance – Colombia (July 2013, 2 pages)**

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.

<http://www.ats-sea.agr.gc.ca/stats/5163-eng.htm>

Source: Agriculture and Agri-Food Canada

#### **Business Environment - Mexico (January 2014, 8 pages)**

Market research indicates there are opportunities in Mexico for sales of Canadian processed foods, ready to-eat products, meat and processed meats, food ingredients, snack foods, private-label products, frozen and prepared foods, and health and wellness products that are seen as novel or innovative.

<http://www.ats-sea.agr.gc.ca/mex/6434-eng.htm>

Source: Agriculture and Agri-Food Canada

### **NORTH AMERICA**

#### **Consumer Trends - Organic Packaged Food in the United States (November 2013, 17 pages)**

The emerging U.S. organic packaged food market totalled just over US\$11.3 billion in 2012, according to Euromonitor (2013),

representing a 1.9% increase from the previous year. Organic dairy is the largest category within organic packaged food, accounting for 23% of the market, followed by organic bakery products and organic ready meals. In the near-term, Euromonitor predicts that the U.S. organic packaged food market will continue to grow, at a faster rate, as the consumer market and economy

rebound. A compound annual growth rate (CAGR) of 5.8% is predicted from 2012 to 2017, with the fastest-growing categories expected to be: sweet products, such as organic cakes, chocolate confectionery and flavoured milk drinks, as well as organic prepared baby food. Source: Agriculture and Agri-Food Canada  
<http://www.ats-sea.agr.gc.ca/amr/6427-eng.htm>

## **Events in Canada**

### **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).

### **October 8 – 9, 2014 - Canadian Greenhouse Conference 2014, Niagara Falls, Ontario**

Conference for commercial greenhouse flower and vegetable growers, as well as retail garden centres. Held annually since 1979 the CGC is committed to providing a high quality conference experience for the extension of information through speakers, workshops, demonstration and exhibits. For more information please visit the event website: [www.canadiangreenhouseconference.com/](http://www.canadiangreenhouseconference.com/)

## **News**

### **Federal, Provincial and Territorial (FPT) Agriculture Ministers Focus on Emerging Opportunities for a Growing Sector of Canada's Economy**

On July 18, Canada's federal, provincial and territorial (FPT) Ministers of Agriculture concluded their annual meeting after focused discussions on creating opportunities for a dynamic agriculture and agri-food sector in Canada. Ministers continue to plan for long-term success, while taking necessary actions to further strengthen the sector, which contributed \$106.9 billion to Canada's GDP in 2013.

FPT Ministers committed to enhancing collaboration between governments, academia and industry to continue to build a modern and competitive sector that contributes to Canada's economy and economic growth. Ministers will maintain efforts to improve infrastructure, strengthen the regulatory framework, enhance market access and development, and advance investment in innovation. The full news release can be found at <http://news.gc.ca/web/article-en.do?nid=868939>.

### **Service Canada initiative to support hiring – Career Focus**

In support of recent hiring efforts by Canadian food processors, the federal government is offering Career Focus grants for hiring to local, regional and national employers and organizations to help facilitate the transition of recent graduates into the labour market. This program is open to all organizations of the food processing sector. Eligible companies can receive up to \$1 for each \$1 wage contribution up to \$20,000 in non-repayable business grants for hiring. The approved employee must be hired for a minimum of three months, with a max term of one year ending on or before March 31, 2015. The application information can be found at <http://www.servicecanada.gc.ca/eng/epb/yi/yep/newprog/career.shtml>.

### **Health Canada's Consultations – Nutritional Labelling**

The Honourable Rona Ambrose, Minister of Health, announced the launch of the second phase of consultations associated with the 2013 Speech from the Throne commitment to consult with parents and consumers on how to improve the way nutrition information is presented on food labels ([http://www.hc-sc.gc.ca/ahc-asc/minist/messages/2014/2014\\_07\\_14-eng.php](http://www.hc-sc.gc.ca/ahc-asc/minist/messages/2014/2014_07_14-eng.php)).

In conjunction with this announcement, Health Canada's Food Directorate has made available five (5) associated technical consultation documents that are open for comment (closing on September 12, 2014).

The five consultation documents are:

- 1) Health Canada's Proposed Serving Size Guidance - Standardizing serving sizes to facilitate consumer understanding and use of the Nutrition Facts table (NfT)
- 2) Health Canada's Proposed Revisions to Reference Amounts in Schedule M of the Food and Drug Regulations - Updating reference amounts to support proposed new serving size guidelines
- 3) Health Canada's Proposed Changes to the Daily Values (DVs) for Use in Nutrition Labelling
- 4) Health Canada's Proposed Changes to the Core Nutrients Declared in the Canadian Nutrition Facts Table
- 5) Health Canada's Proposed Changes to the Format Requirements for the Display of Nutrition and Other Information on Food Labels

These consultation documents can be found on the Food and Nutrition's Public Involvement and Partnerships page on Health Canada's website at: <http://hc-sc.gc.ca/fn-an/consult/index-eng.php>. Stakeholder feedback is an important component to ensuring that the changes being proposed will achieve the objective of improving the way nutritional information is presented on food labels to allow Canadians make more healthy, informed food decisions. Therefore, your feedback on these proposed changes is appreciated.



## ORDER SHEET

AUGUST 2014

### New Publications and Reports for August 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.**

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### Order Sheet – August 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**. If you would like additional information prior to ordering, please call: **902-370-1505**.

- ☐ **1. At a Glance – Japan (Feb 2014, 2 pages)**
- ☐ **2. Agriculture and Agri-Food Sector Profile – Denmark (May 2014, 10 pages)**
- ☐ **3. The German Functional Food Sector and the German Food and Beverage Industry (June 2014, 6 pages)**
- ☐ **4. At a Glance – Colombia (July 2013, 2 pages)**
- ☐ **5. Business Environment - Mexico (January 2014, 8 pages)**
- ☐ **6. Consumer Trends - Organic Packaged Food in the United States (November 2013, 17 pages)**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ URL: \_\_\_\_\_

Unless otherwise specified, documents are available in both official languages. Please specify in which language you wish to receive the documents.

\_\_\_\_\_ English

\_\_\_\_\_ French

\_\_\_\_\_ Both

Although every effort has been made to ensure that the information is correct, Agriculture and Agri-Food Canada assumes no responsibility for the accuracy, reliability, or for any decisions arising from the information contained in these reports.

