

# ATS Bulletin | Bulletin SEA

AGRI-FOOD TRADE SERVICE | SERVICE D'EXPORTATION AGROALIMENTAIRE

## Inside This Issue

### REGIONAL FOCUS: MONDIAL

#### ► Canadian Seed Sector Profile

Canada is recognized worldwide as a leading producer, processor and exporter of high-quality seed for a wide range of crops.

#### ► China :

##### • Dieting Trends

As recently as 2011 some reports claim the number of obese people living in China has increased to 100 million.

##### • Consumer Profile

Rapid economic growth and development in China has produced over 300 million consumers with higher levels of disposable income and an appetite for shopping.

## Trade Reports

The Agri-food trade service will be pleased to send electronic copies or faxes of these reports. Please contact us (see last page).

### Canadian Seed Sector Profile

Canada is recognized worldwide as a leading producer, processor and exporter of high-quality seed for a wide range of crops. It is a diverse sector that contributes billions to the Canadian economy and provides jobs for thousands. It is an innovation-focused industry that utilizes complex technologies with millions invested annually in seed research and development.

This report is an overview of the seed industry in Canada, providing a clear picture of how it is structured and its impact on the Canadian economy. <http://www.agr.gc.ca/eng/industry-markets-and-trade/value-chain-roundtables/seed/canadian-seed-sector-profile/?id=1405967530785>

(July 2014, 10 pages)

Source: AAFC - Seed Sector Value Chain Round Table

### Study: Agriculture in Canada

Canada has more than 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.

This study in the publication *Human Activity and the Environment, 2014* is available by visiting statcan website:

<http://www.statcan.gc.ca/daily-quotidien/141113/dq141113a-eng.htm>

(November 2014, 4 pages)

Source: Statistics Canada – The Daily

### Consumer Profile - France

Like other European countries, France is still feeling the effects of the economic downturn on their service sectors, which only saw marginal increases in sales over the last few years. The cost- and health- conscious consumer is the driving force behind this marginal growth and will continue to affect these sectors in the coming years. Those who can entice consumers with value-for-money will see potential gains over the forecasted period of 2014-18. This report provides a brief overview of French consumers and their food preferences and consumption such as, food and

beverage preferences and expenditures, health and wellness, foodservice environment and packaged food environment.

<http://www5.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-region/europe/consumer-profile-france/?id=1415817769462>

(November 2014, 11 pages)

Source: International Markets Bureau - AAFC

# Trade Reports

## Bakery Products - Italy

Italy's bakery products market will continue to see growth over the next five years and could be a potential export market for Canada as we currently have a large export gap with Italy. More specifically, as flour is a main ingredient in bakery products, and Canada's top export commodity to the world in 2013 was cereals, Canadian grain producers could focus on increasing their exports of wheat flour to Italy. Another factor that will affect Canadian exports to Italy in the future is the Canada-European Union

Comprehensive Economic Trade Agreement (CETA). Once the agreement is signed, it has the potential to positively affect Canadian exports to Italy and thus possibly increase Italy's market value to Canadian exporters.

<http://www5.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-region/europe/bakery-products-italy/?id=1415819608983>

(November 2014, 20 pages)

Source: International Markets Bureau - AAFC

## Dieting Trends in China

China is the world's most-populous nation. Data gathered by China's National Bureau of Statistics, showed just over 690 million Chinese live in urban areas, compared to approximately 656 million in the countryside. Science Daily (May 2010) published a report finding a link between obesity and urban living, where access to sugary foods and high-fat diets are most prevalent and causing a world-wide trend.

As recently as 2011 some reports claim the number of obese people living in China has increased to 100 million.

<http://www5.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-region/asia-pacific/dieting-trends-in-china/?id=1415973487721>

(September 2014, 17 pages)

Source: International Markets Bureau - AAFC

## Consumer Profile - China

Rapid economic growth and development in China has produced over 300 million consumers with higher levels of disposable income and an appetite for shopping. Whether buying fresh food at the local grocery or choosing a ready-meal at the hypermarket, Chinese shoppers are becoming more demanding. It is estimated that this emerging middle class will reach 500 million people by 2020. China's economic and population growth represents a

significant opportunity for Canadian agri-food exporters.

<http://www5.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-region/asia-pacific/consumer-profile-china/?id=1415982366546>

(September 2014, 10 pages)

Source: International Markets Bureau - AAFC

## Statistical Overview of the Canadian Fruit Industry 2013

Canada is home to a wide variety of fruits that are grown for commercial use each year. Many of these fruits such as cranberries, blueberries, blackberries, and Saskatoon berries, are native to Canada. In 2013, the cultivated area of fruit farms remained almost the same as in the previous year. Over the last 5 years, cultivated areas for apples, strawberries, peaches and raspberries have decreased by 15%, 17%, 15% and 17% respectively while cultivated areas for blueberries, cranberries and sweet cherries have increased by 9%, 27% and 9% respectively.

Despite these mixed trends, overall, fruit farm cultivated area has shown a steady growth increasing by 3.5% over the last 5 years. The report will be available online shortly but in the meantime, copies can be requested by emailing us at [horticultureAAFC-AAC@agr.gc.ca](mailto:horticultureAAFC-AAC@agr.gc.ca). Please visit the following website to obtain soon a copy of this report and other useful information. [www.agr.gc.ca/horticulture\\_e](http://www.agr.gc.ca/horticulture_e)

(November 2014, 42 pages)

Source: Market Analysis and Information Section - Horticulture and Cross Sectoral Division - AAFC



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

### Recent publications:

- *Market Overview – Mexico* – (November, 9 p.)
- *Market Overview – India* – (November, 8 p.)
- *Market Overview - United States* – (November, 8 p.)

- *Business Environment – China* (November 2014)
- *Inside France - The Fish and Seafood Trade* (October, 10 p.)
- *Market Overview - South Korea* – (October, 9 p.)

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



## Events

### Quebec Events

#### CHFA – Quebec

**Montreal, Quebec – February 6 – 7, 2015**

The natural health industry returns to Quebec for this much anticipated biennial event. CHFA Quebec provides retailers with an opportunity to source the latest products and hottest trends in natural health and organic products. Meet face-to-face with over 130 exhibiting companies, discover new natural health products and services for your business, attend retail-focused education, held right on the show floor, enjoy special networking events brought to you by CHFA. For further information, please visit the following event web site:

<https://www.chfa.ca/tradeshows/chfa-quebec/>

#### Mondial des cidres de glaces 2015

**Grande-Place du Complexe Desjardins - Montreal, Quebec – February 13 – 15, 2015**

The Mondial des cidres de glace is a unique event of its kind, in particular due to the distinctiveness of the product and the originality of the tasting experience—in the middle of February under a festive tent with sculpted ice bars! This is one of but a few winter tastings and the only one that brings together so many Quebec cider producers. The event also lets people discover a number of Quebec products directly or indirectly connected to ice cider. For further information, please visit the following event web site: <http://www.mondialcidresdeglace.com/>

#### Canadian Produce Marketing Association's (CPMA) – 90<sup>th</sup> Convention and Trade Show

**Montreal, Quebec – April 15 – 17, 2015**

The theme for our 90th convention is "Educate, Create, Innovate." In this day and age we are regularly faced with challenges in the various aspects of our business. To overcome these challenges we rely on education, creativity and innovation to consistently find new and effective ways to move our products from field to fork. At the convention you will find our new and exciting "Learning Lounge", which will offer opportunities to learn more about innovation and creativity in the produce industry. For further information, please visit the following event web site: <http://www.convention.cpma.ca/>

#### Perspectives 2015 (25<sup>th</sup> Edition)

**Drummondville, Quebec – April 21, 2015**

Annual conference on the economic outlook for agriculture and agri-food market sectors. An initiative of the CRAAQ (Centre de référence en agriculture et agroalimentaire du Québec). For further information, please contact the event organization by phone: 418-523-5411, toll free: 1 888 535-2537, e-mail: [client@craaq.qc.ca](mailto:client@craaq.qc.ca) or visit the event web site: <http://www.craaq.qc.ca/Calendrier> (NOTE: Internet site & conference are in French only)

### Canada Events

#### Conference – expand in the USA

**Mississauga, Ontario – March 24 – 25, 2015**

Expand in the USA focuses on strategic planning and financing for small and medium size Canadian companies looking to achieve significant growth south of the border. Owners, CEOs, CFOs, and heads of marketing and sales share their experiences, hear from experts, and network at this marquee event. For further information please visit the following event web site: <http://www.expandintheusa.com/>

#### The Good Food & Drink Festival

**Toronto, Ontario – April 10 – 12, 2015**

Formerly known as the Toronto Wine & Cheese Show, this event is known worldwide for its informative and refined selection of gourmet foods and award-winning wines. It also features cuisine from renowned restaurants, exciting seminars, beers, single malt whiskies, forthcoming vintages. It is a show where participants return every year. For more information please visit the event website: <http://www.goodfoodanddrinkfestival.com/>

#### CHFA West 2015

**Vancouver, British-Colombia – April 11 – 12, 2015**

CHFA West: Western Canada's largest natural health and organics trade event. BC retailers will meet hundreds of natural health manufacturers, distributors, and brokers. With 65,000 square feet of innovative products, 650-plus industry-leading exhibitors, and a wide range of educational seminars, CHFA West is your chance to network, learn and grow your business. For more information please visit the event website: <https://www.chfa.ca/tradeshows/expo-west-2014/>

#### Grocery & Specialty Food West 2015

**Vancouver, British-Colombia – April 13 – 14, 2015**

The vital meeting place for the food industries from coast-to-coast, this exposition and conference brings together more than 350 exhibits showcasing the latest grocery products and services to over 4,000 visitors. Participating in this event is the best way to prepare, anticipate and imagine the grocery market of the future. For further information please visit the following event web site: <http://www.cfg.ca/page.asp?id=43>

#### Check it Out

To find more events or other trade-related resources, visit the Agri-Food Trade Service website

[www.ats-sea.agr.gc.ca](http://www.ats-sea.agr.gc.ca)

## International Events

### Coffee Fest Atlanta 2015

NEW

**Atlanta, United-States – February 6 – 8, 2015**

Coffee Fest has been serving the specialty coffee and gourmet tea industries since 1992. Viewed by most as the best trade show in America and around the world specifically for those involved with retailing coffee, tea and related products. Coffee Fest continues to evolve and stay at the forefront of emerging trends. Welcome to Coffee Fest 2015, where passionate coffee and tea professionals will learn skills, receive education and experience new products, alongside great networking. For further information, please visit the following event web site: <http://www.coffeefest.com/>

### BioFach 2015

NEW

**Nuremberg, Germany – February 11 – 14, 2015**

The world's leading organic trade fair held annually in Southern Germany. In 2014, the event counted 42,445 trade visitors, from one of 135 countries outside Germany. A total of 2,263 exhibitors presented their food and cosmetics products. BioFach is the No. 1 event to establish contact with German and international organic buyers, develop sales, learn about the latest trends in the organic food industry, and participate in an extensive seminar program. For further information, please visit the following event web site: <http://www.biofach.de/en>

### Foodex Japan 2015

**Chiba, Japan – March 3 – 6, 2015**

This is your invitation to benefit from participating in the official Canada Pavilion at Foodex Japan. The number of exhibiting companies in 2014 was 2,800 from 78 countries with 75,000 buyers and sellers from around the globe. The show features more than 21 product sectors representing the entire food industry spectrum. For further information, please visit the following AAFC web site: <http://www.agr.gc.ca/eng/industry-markets-and-trade/trade-events/asia-pacific/foodex-japan/foodex-japan-2015/?id=1414596894729>

### International Restaurant & Foodservice Show of New-York 2015

NEW

**New-York City, United-States – March 8 – 10, 2015**

The International Restaurant & Foodservice Show of New York – also known as the NY Restaurant Show – is the only event in New York exclusively serving the restaurant and foodservice industry. This is a must-attend event for anyone involved in the restaurant, foodservice or hospitality industry. Don't miss your chance to network with Independent Restaurant Owners, QSR and Quick Serve Establishment Operators, Caterers, Bakers, Chefs, and other from across all segments and concepts, plus bars, nightclubs, hospitals, hotels and commercial foodservice operations. For further information, please visit the following event web site: <http://www.internationalrestaurantny.com/>

### Expocomer 2015

NEW

**Panama City, Panama – March 11 – 14, 2015**

Expocomer is a multi-sector trade exhibition including food. This is the ideal place for your company to showcase their products and services to local and regional markets, introducing new products to market, evaluate your competitors and use the Colon Free Zone as a bridge to re-export of products to the Caribbean, Central America and South America. For further information, please visit the following event web site: <http://expocomer.com/en>

### Seafood Expo North America & Seafood Processing North America

**Boston, Massachusetts (USA) – March 15 – 17, 2015**

*Formerly known as the International Boston Seafood Show/Seafood Processing America*, this show is the largest seafood trade event in North America. The event attracts over 19,000 buyers and suppliers of fresh, frozen, packaged and value-added seafood products, equipment, and services. Attendees travel from more than 100 countries to do business at the exposition. No other event in North America provides seafood professionals with direct access to qualified buyers and suppliers representing all areas of the seafood industry. For further information please visit the following event web site: <http://www.seafoodexpo.com/north-america/>

### Food Ingredient China (FIC) 2015

NEW

**Shanghai, China – April 1 – 3, 2015**

FIC is the largest and most authoritative international show on food additives & ingredients industry in Asia. In 2013, with 70,000 sqm exhibiting space including 25,000 sqm overseas pavilion, over 1100 exhibitors from more than 20 countries build up the best trading and communicating platform. For further information, please visit the following event web site: [http://www.chinafoodadditives.com/d\\_e.htm](http://www.chinafoodadditives.com/d_e.htm)

### Seafood Expo Global / Seafood Processing Global

NEW

**Brussels, Belgium – April 21 – 23, 2015**

Held annually, Seafood Expo Global (formerly known as European Seafood Exposition) is the world's largest fish and seafood trade show. Seafood Expo Global is your opportunity to launch new products, meet new buyers, learn emerging trends, and access the global seafood market to top buyers from more than 150 countries from around the world. For further information, please visit the following event web site: <http://www.euroseafood.com/>





## Announcements / Missions

## Order Form

### ● Food & Beverage Trade Mission to Costa Rica & Honduras – February 16 – 20, 2015 (Venue: To be confirmed)

The Embassy of Canada in Costa Rica in coordination with the local chambers of commerce will organize an Agri-food trade mission to Costa Rica & Honduras taking advantage of existing Free Trade agreements with both countries. A service provider will be retained, to assist interested Canadian companies in the organization of business meetings, translation and other logistical elements for the mission. The Embassy will provide market information and TCS services to incoming clients. For further information and details, please contact the Trade Commissioner: [alexander.leon@international.gc.ca](mailto:alexander.leon@international.gc.ca)

### ● Agreement levels the playing field in Honduras

The new free trade agreement between Canada and Honduras (CHFTA), which came into force on October 1, 2014, will benefit Canadian businesses on both sides of the trade equation and will put them on level playing field with competitors from other countries that have trade deals with Honduras, such as the United States. Once tariffs are fully phased out, 98 percent of Honduran tariff lines will be duty-free. Key Canadian agricultural products that will benefit immediately from preferential market access include beef, pork, potato products, vegetable oils and grain products, as well as a range of processed foods. For further information and details, please visit the following web site: <http://www.tradecommissioner.gc.ca/eng/canadexport/document.jsp?did=154943>

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: **Diane Chamard**, Agriculture and Agri-Food Canada at: **514-496-3966**. If you would like additional information prior to ordering, please call: **514-315-6172 or 514-315-6179**

- ☐ Canadian Seed Sector Profile
- ☐ Study: Agriculture in Canada
- ☐ Consumer Profile - France
- ☐ Bakery Products - Italy
- ☐ Dieting Trends in China
- ☐ Consumer Profile - China
- ☐ Statistical Overview of the Canadian Fruit Industry 2013

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

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

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### DID YOU KNOW ?

Canada's bison is a healthy and lean specialty meat because of its nutritionally rich flavour and dense texture that has less fat, calories and cholesterol than beef or pork.

