

ATS Bulletin | Bulletin SEA

AGRI-FOOD TRADE SERVICE | SERVICE D'EXPORTATION AGROALIMENTAIRE

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Awareness and trial of gluten-free products is growing fast and offers premium returns for players in the category

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).

An Overview of the Canadian Agriculture and Agri-Food System 2014

This 2014 report provides an economic overview of the Canadian agriculture and agri-food system with the latest comprehensive annual data from 2012. It is meant to be a multi-purpose reference document to provide a snapshot of the structure and performance of the system including the changes that are occurring in response to challenges, opportunities and market developments and a background data and information to inform public discussions on these challenges and opportunities. The report describes the Canadian agriculture and agri-food system as a modern, highly complex, integrated, internationally competitive and growing part of the Canadian economy. It is a resilient system, continuously

responding to the challenges and opportunities it faces by restructuring and adapting to changing consumer demands, advancing technology and globalization.
<http://www.agr.gc.ca/eng/about-us/publications/economic-publications/alphabetical-listing/an-overview-of-the-canadian-agriculture-and-agri-food-system-2014/?id=1396889920372>

To request an electronic copy of the full report, please contact: Departmental Publications Service by phone: 613-773-1444 or by email: publications@agr.gc.ca

(May 2014)

Source: Agriculture and Agri-Food Canada (AAFC)

Fish Products Sector Profile - France

Impact of CETA on Canadian Exports to France. Currently, customs duties charged on seafood entering the EU are relatively high, ranging from 2 to 20 percent. Canada and the EU have just reached an "agreement in principle" on the Comprehensive Economic and Trade Agreement, which will eliminate customs duties on all seafood. This document provides, among others, perception of French importers facing the impact of the elimination of customs duties. A number of French importers, though already working with Canadian exporters, expressed their lack of knowledge of Canadian supply beyond lobster and scallops

probably because of the low supply of Canadian fisheries products actually processed in Canada. This seems like a good time to promote the full range of Canadian products available for the French/European market among importers. Seafood Expo in Brussels will be a good opportunity for numerous discussions.

<http://www.tradecommissioner.gc.ca/eng/document.jsp?did=151020>

(May 2014, 9 pages)

Source: Canadian Trade Commissioner Service, DFAIT

Global Export Forecast (spring 2014)

The Global Export Forecast identifies the major forces acting on the world economy and their implications for Canadian exporters. It describes which foreign markets will offer the best opportunities for Canadian exporters for the coming year, and analyzes the sales outlook by sector. It also discusses the major risks faced by exporters.

Full report (101 p.): <http://www.edc.ca/EN/Knowledge-Centre/Economic-Analysis-and-Research/Documents/gef-spring-2014.pdf>

Summary (8 p.): <http://www.edc.ca/EN/Knowledge-Centre/Economic-Analysis-and-Research/Documents/gef-spring-2014-summary.pdf>

Source: Export Development Canada (EDC)

Trade Reports

Opportunities for Canadian Gluten-Free Bakery Products in the UK Market

Awareness and trial of gluten-free products is growing fast and offers premium returns for players in the category. While the market is still niche we detect that forward-looking superbrands are testing the waters. Retailer brands wish to support this growing segment too. Long term potential is assured as the numbers of celiacs diagnosed increases and gluten-free becomes another

healthy option for the health concerned.

<http://www.tradecommissioner.gc.ca/eng/document.jsp?did=151331>

(May 2014, 9 pages)

Source: Canadian Trade Commissioner Service, DFAIT

Agriculture and Agri-Food Sector Profile - Denmark

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. <http://www.tradecommissioner.gc.ca/eng/document.jsp?did=151016>

(May 2014, 10 pages)

Source: Canadian Trade Commissioner Service, DFAIT

Consumer Trends - Breads, Cakes and Pastries in the United Kingdom

Eaten by an overwhelming majority of British adults, bread and baked goods are dietary staples in the United Kingdom (U.K.). Retail sales of bread and baked goods climbed to US\$9.03 billion in 2012, representing an increase of 0.13% from the previous year, and 5.3% since 2007. The "free-from" bakery segment (e.g. gluten-free, fat-free, etc.) is flourishing in the U.K., although it remains a niche segment. This expansion could open up the bread market to a new segment of consumers. This report provides,

among other things, information on: market snapshot, consumer trends, market sizes, market share by company and brand, distribution channels, new product launches, new product examples and trade data.

<http://www.ats-sea.agr.gc.ca/eur/6423-eng.htm>

(December 2013, 14 pages)

Source: Market Access Secretariat, (AAFC)

Consumer Trends - Sweet Spreads in the United Kingdom

Sweet spreads, including jams, marmalades, honeys, nut butters and chocolate spreads are a household staple in the United Kingdom (U.K.), offering British consumers an easy and relatively low-cost accompaniment for their breakfast or afternoon tea. According to Euromonitor and Mintel, opportunities for sweet spreads can be found in the form of ingredients within baking and home-cooking, which are both experiencing a resurgence of interest in the U.K. Potential for market expansion may also be

found in the "adultification" and premiumization of nut- and chocolate-based spreads, which are typically targeted at children, as more and more consumers integrate these products into their breakfast and snacking routines.

<http://www.ats-sea.agr.gc.ca/eur/6422-eng.htm>

(December 2013, 11 pages)

Source: Market Access Secretariat, (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:

- *Foodservice Profile: The United Arab Emirates* (8 p.)
- *Consumer Profile: UAE* (8 p.)
- *Packaged Food Sales in Japan* (10 p.)

- *Business Environment: France* (9 p.)
- *Business Environment: The United Kingdom* (9 p.)
- *Consumer Profile: Morocco* (14 p.)
- *Analysis of New Maple Products and Ingredients in Japan* (15 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



Events

Quebec Events

Foire Agroalimentaire de la région d'Acton

NEW

Acton vale, Quebec – July 5 – 6, 2014

On site, the exhibitors will be happy to welcome you and make you discover the local produce and other local products. This is a unique opportunity to explore new exhibitors who will be happy to share with you their passion for several products, such as meat, fruits and vegetables, seasonings and condiments, alcoholic drinks, desserts, handmade soaps, crafts and services. For more information please visit the event website: <http://foireagroacton.ca/>

Saint-Hyacinthe Expo 2014

NEW

Saint-Hyacinthe, Quebec – July 24 – August 3, 2014

The 177th Saint-Hyacinthe Expo is eleven days of pleasure in a festive atmosphere. With more than 200,000 visitors each year, the Saint-Hyacinthe Expo is the greatest family festival with farm animals and many activities. For more information please visit the event website: <http://www.expo-agricole.com/>

17th World Congress of Food

NEW

Science & Technology

Montreal, Quebec – August 17 – 21, 2014

During the week of congress, we will join together to learn about advances in food science and technology, gain insights into key industry drivers such as: food safety, regulatory, consumers and some of the challenges facing the industry today. What needs to be done today to prepare for tomorrow? How can all the sectors work together in a more collaborative way to ensure ongoing innovation that resonates with consumers, the safety of our food, sustainability and ultimately, feeding the world! For more information please visit the event website: <http://iufost2014.org/>

Bières et Saveurs 2014

NEW

Chambly, Quebec – August 29 – September 1, 2014

Bières et Saveurs is a very special moment where all the senses are triggered by new discoveries. Taste craft beers as well as some of Quebec's winery products or news products from near and far. See renowned chefs in action while preparing simple recipes using local products that will rekindle your desire to cook. Dance to the beat of traditional music or SMILE at the public entertainers reminding us the Nouvelle-France era. Smell the spices, the chocolate, the grilled meats or the fruits and cereals' aromas filling the air in between stands. For more information please visit the event website: <http://www.bieresetsaveurs.com/index.php/en/>

Canada Events

CHFA Expo East

NEW

(Canadian Health Food Association)

Toronto, Ontario – September 11– 14, 2014

Expo East is a trade event for the natural products and organics industries in Canada. With more than 500 exhibits covering close to 80,000 sq.ft., retailers look forward to this event each year as a source of the latest products, education, and networking. For more information please visit the event website: <https://www.chfa.ca/tradeshows/chfa-east/>

Grocery Innovations Canada 2014

NEW

Toronto, Ontario – September 29 – 30, 2014

This event is recognized as a critical business booster for the grocery industry. With over 500 exhibits comprised of grocery products from national brands, imported and Canadian food processors as well as the newest store equipment and services, GIC is a microcosm of supermarket trends. The event is considered a must-attend by key industry players and attracts more than 6,000 industry attendees. For more information please visit the event website: <http://www.groceryinnovations.com/>

Canadian Greenhouse Conference 2014

NEW

Niagara Falls, Ontario – October 8 – 9, 2014

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: <http://www.canadiangreenhouseconference.com/>

Gourmet Food & Wine Expo

NEW

Toronto, Ontario – October 8 – 9, 2014

The 20th annual Gourmet Food & Wine Expo will welcome close to 50,000 visitors from around the globe. This year's Expo will celebrate 20 years of bringing foodies, gastronomes, oenophiles and avid cocktail enthusiasts together to experience the very best food and drink from around the world. For more information please visit the event website: <http://www.foodandwineexpo.ca/sitepages/>

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

International Events

Natural Products Expo-East 2014

NEW

Baltimore, MD, (USA) – September 17 – 20, 2014

Natural Products Expo is where the Natural Products community meets. Every year, more than 20,000 industry members and retail buyers attend the trade show. Part of Natural Products Expo East, the Harvest Festival tabletop event features an array of products in a festival-style atmosphere. This innovative outdoor event combines the lively appeal of a traditional farmers' market, with the business-building power of an industry trade show. For more information, please visit the following event web site: <http://www.expoeast.com>

Annapoorna World of Food India (9th edition)

NEW

Mumbai, India, September 24 – 26, 2014

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. It helps both participating exhibitor and visiting companies to maximise the scope of business. For more information, please visit the following event web site: <http://www.worldoffoodindia.com/>

Conxemar 2014

NEW

Vigo, Spain – October 7 – 9, 2014

As it is commonly known, Conxemar is also the Spanish Association of Wholesalers, Importers, Manufacturers and Exporters of Fish Products and Fish Farming and it is considered an essential contact for those who are interested in joining the Spanish frozen product sector. This is considered to be among the most important exhibitions in the world in the frozen products. The show has gradually adapted itself in order to be able to offer exhibitors and visitors unique conditions for establishing trade contacts for the European market. For further information, please visit the event website: <http://www.conxemar.com/>

Americas Food & Beverage Show (18th)

NEW

Miami Beach, FL, (USA) – October 27 – 28, 2014

The 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 the following event web site: <http://www.americasfoodandbeverage.com/>

China Fisheries and Seafood Expo (19th)

NEW

Qingdao, China – November 5 – 7, 2014

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: <http://www.chinaseafoodexpo.com/>

(FHC) China 2014 (18th)

NEW

Shanghai, China – November 12 – 14, 2014

This is your invitation to benefit from participating in the official Canada Pavilion at the Food and Hotel China 2014. FHC is the largest show in all of Greater China that will draw thousands of key decision makers and buyers. The number of exhibiting companies at FHC 2013 topped 1,600 exhibitors with over 25,000 buyers from 70 countries and region including 27 national pavilions. Agriculture and Agri-Food Canada (AAFC) will manage the Canadian presence at FHC 2014. For more information, please visit the ATS web site: <http://www.ats-sea.agr.gc.ca/eve/eve-eng.htm> or the event web site: <http://www.fhcchina.com/en/index.asp>

Private Label Manufacturers Association (PLMA) 2014

NEW

Chicago, IL, (USA) – November 16 – 18, 2014

The PLMA Show remains the premiere annual exposition for private-label grocery products trade in North America. The show normally features more than 2,000 exhibit booths, covering both food and non-food products and attendees include executives from the leading supermarket and drug store chains, mass merchandisers, warehouse clubs and convenience stores. For more information, please visit the following event web site: <http://www.plma.com/>

Havana International Fair 2014 (FIHAV)

NEW

Havana, Cuba – November 2 – 6, 2014

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: <http://www.feriahavana.com/>



Announcements / News

• Launch of 2014 Agri-Marketing Program – SMEs component

You can already apply for the Agri-Marketing Program. (*Important: Please note the as the Agri-Food Export Group no longer administer the SMEs Agri-Marketing Program*). You will have to refer to the following information.

Click on the following link for the program details and to access the online form: <http://www.agr.gc.ca/eng/?id=1358272609576>

For more details, you can also contact AAFC at toll free # 1-877-246-2682 or by E-mail at md-dm@agr.gc.ca

Agriculture and Agri-Food Canada (AAFC) has announced that the Agri-Marketing program now helps small and medium enterprises (SMEs) to implement export plans to enable them to access and develop new international markets.

• Harper Government Helps Build an Adaptable and Competitive Agriculture Sector (May 26, 2014)

Agriculture and Agri-Food Canada (AAFC) has launched a renewed five-year Canadian Agricultural Adaptation Program (CAAP) to help the sector continue to adapt and remain competitive. Under CAAP (2014 – 2019), over \$50 million will be available for investments in industry-led projects that will help the sector seize opportunities, respond to emerging issues, and investigate and pilot approaches to deal with new and ongoing challenges. Please visit the following web site for further details on the CAAP program: <http://www.agr.gc.ca/eng/?id=1396016168338>

Order Form

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**

- ☐ An Overview of the Canadian Agriculture and Agri-Food System 2014
- ☐ Fish Products Sector Profile - France
- ☐ Global Export Forecast (spring 2014)
- ☐ Opportunities for Canadian Gluten-Free Bakery Products in the UK Market
- ☐ Agriculture and Agri-Food Sector Profile - Denmark
- ☐ Consumer Trends - Breads, Cakes and Pastries in the United Kingdom
- ☐ Consumer Trends - Sweet Spreads in the United Kingdom

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DID YOU KNOW?

Since two decades, the price of a kilo of ground beef in Canada increased more (at constant dollars) than the price of gasoline. One kilogram of ground beef sold for \$ 3.80 in 1995, today it retails for \$ 9.90. With the inflation, the growth reaches 163%.

Source: Statistics Canada

BBQ lovers will also pay more for satisfy their cravings for steaks and pork chops this summer or choose chicken and fish instead.

