



ATS Bulletin | Bulletin SEA

AGRI-FOOD TRADE SERVICE | SERVICE D'EXPORTATION AGROALIMENTAIRE

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Navigating the U.S. Market is designed to help Canadian companies learn about the U.S. marketplace and how they can do business there. [This online guide](#) has several sections and several links for more information on topics.

► Mexico (3 reports)

Mexico is Canada fifth-largest trading partner, and represents the fourth-largest export market for Canada's agrifood and seafood products.

► Germany (2 reports)

According to Euromonitor, Germany is the 16th-most populous country in the world with an estimated 81.8 million people in 2013. With a median age of 45 years in 2012, Germany has one of the world's oldest populations.

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).

Navigating the U.S. Market – Free online EDC Guide

Navigating the U.S. Market is designed to help Canadian companies learn about the U.S. marketplace and how they can do business there. If you've never operated abroad but believe your company could do well in other countries, this guide can help you decide whether the United States would be the best place to seek your first export sale. If you're already doing business abroad and see our southern neighbor as a source of new opportunities, the guide will help you open up the world's largest, richest and most varied market. Agriculture, food and beverage are identified as one

of the six key sectors that promise substantial growth over the next few years. [This online guide](#) has several sections and several links for more information on topics. **Register online to get access to the free online EDC guide.**

https://www.edc.ca/forms/Admin/EN/Pages/Download-PDF-Form.aspx?lang=e&src=USMKT&code=USMKT&s_products=L_eadGen:USMKT_e;1:0&frompage=usmkt

Source: Exportation Development Canada (EDC)

Opportunities for Canadian beef in the UK market

Canada's beef exports to the UK were worth an average of \$1.5 million per year between 2010 and 2012 (source: Statistics Canada, CATSNET Analytics). Upon entry into force, the Canada-EU Comprehensive Economic and Trade Agreement (CETA) will provide new market access opportunities for beef exports through a yearly duty-free quota of 50,000 tonnes and immediate duty-free access for Canadian beef under the existing 14,950-tonne Hilton Quota which currently has a 20% tariff, giving Canadian exporters preferential access to the EU's 500 million consumers. Now is the time for Canadian companies to start preparing to take advantage

of this opportunity by looking at possibilities for beef in the UK market. We have highlighted several areas for developing premium beef sales (which is by no means an exhaustive list), which we hope will act as a springboard for brand and category development.

<http://www.tradecommissioner.gc.ca/eng/document.jsp?did=151952>

(May 2014, 13 pages)

Source: Canadian Trade Commissioner Service, DFAIT

Laying the groundwork for innovation (3 reports)

The Canadian Agri-Food Policy Institute (CAPI) releases today several reports about supporting innovation and creating new opportunities for food manufacturers, as part of its final series of work about the competitiveness of Canada's largest manufacturing sector.

Copy available by visiting the CAPI web site:

http://www.capi-icpa.ca/news/2014/groundwork-for-innovation_140610.html (June 2014)

Source: Canadian Agri-Food Policy Institute (CAPI)

Trade Reports

Mexico - Business Environment

Mexico is Canada fifth-largest trading partner, and represents the fourth-largest export market for Canada's agri-food and seafood products. Since its enactment in 1994, the North American Free Trade Agreement (NAFTA) has bolstered strong manufacturing industries on both sides of the border, facilitating an active exchange in components along supply chains for various sectors, and particularly the agri-food sector. Mexico is also an interesting market for Canadian exporters of value-added food products.

Mexico – Market Overview

Mexico is also the eleventh-most populous country in the world with 118.1 million people (national mid-year estimate, 2013). The population is expected to reach 123.1 million by 2017. Annual consumer expenditure was US\$6,517 per capita in 2012, with food and non-alcoholic beverages representing US\$1,624 or 25% of that total. This report provides information on: market snapshot,

Mexico – Consumer Profile

This report provides a concise profile of the Mexican consumer, including demographics, evolving food and beverage preferences and expenditures, and how new trends, such as a focus on health and wellness, are emerging in the country. This report offers Canadian food and beverage companies an overview of the Mexican consumer and can be an important part of identifying potential opportunities for export to this country. This report

The Mexican food import market is large, diverse and accessible; most Canadian food products enter Mexico duty-free. This report provides information on what suppliers should be aware of regarding Mexico's distribution, retail and regulatory landscape.

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

(January 2014, 8 pages)

Source: Market Access Secretariat, (AAFC)

production, trade, consumer foodservice and retail sales.

<http://www.ats-sea.agr.gc.ca/mex/6432-eng.htm>

(January 2014, 6 pages)

Source: Market Access Secretariat, (AAFC)

provides information on: introduction, food and beverage preferences and expenditures, consumer trends and key considerations.

<http://www.ats-sea.agr.gc.ca/mex/6437-eng.htm>

(January 2014, 10 pages)

Source: Market Access Secretariat, (AAFC)

Germany (2 reports)

According to Euromonitor, Germany is the 16th-most populous country in the world with an estimated 81.8 million people in 2013. With a median age of 45 years in 2012, Germany has one of the world's oldest populations. As the population ages, consumers are opting for more health and wellness products. Sales in the health and wellness category are expected to grow by 5.6% from 2012 to 2014.

► Market Overview (April 2014, 12 p.)

This report provides information on: production, trade, consumer foodservice, retail sales.

<http://www.tradecommissioner.gc.ca/eng/document.jsp?did=152034>

► The Functional Food Sector and Food and Beverage Industry (June 2014, 10 p.)

This report provides, among other things, information on: the German functional food sector and market, activities by the European food safety authority (EFSA), functional beverages, leading food product distributors in Germany, the German food and beverage industry, leading food subsectors, organic food, imports and exports, product innovation and incentives for investors.

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

Source: Canadian Trade Commissioner Service, DFAIT



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 - Philippines (9 p.)
- Foodservice Profile - Indonesia (11 p.)
- Foodservice Profile - Thailand (13 p.)

- Market Overview - Taiwan (8 p.)
- Market Overview - Thailand (9 p.)
- Foodservice Profile - Malaysia (11 p.)
- Foodservice Profile - Vietnam (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



Events

Quebec Events

CIGI Pulse Conference

NEW

Montreal, Quebec – August 22, 2014

Hosted by Canadian International Grains Institute (Cigi), this free one day seminar will explore the functional and nutritional benefits of pulse ingredients as well as their potential as ingredients in a variety of different gluten-free food applications. For more information please visit the event website: <http://cigi.ca/eCards/1406-PulseConference.html>

The Wine Harvest Festival

NEW

Magog-Orford, Quebec – August 30–31, Sept. 1– 6 – 7, 2014

The Wine Harvest Festival is the greatest celebration of locally grown products and our very own Quebec wines. The mission of the Wine Harvest Festival is to allow the general population to discover and taste the agri-food and grape products of our region in a festive and friendly atmosphere. For more information please visit the event website: <http://www.fetedesvendanges.com/>

2014 International Summit of Cooperatives

NEW

Quebec, Quebec – October 6 – 9, 2014

The International Summit of Cooperatives is a biennial gathering where leaders of cooperative and mutualist enterprises get together to discuss their concerns about the current and future business challenges they all share. The Summit is also an unequalled opportunity to forge valuable strategic alliances, stay abreast of major international development trends and gain a solid understanding of the global cooperative movement and the business opportunities it offers. For more information please visit the event website: http://www.sommetinter.coop/cms/en_CA/home.html

Canada Events

Canada's Outdoor Farm Show

NEW

Woodstock, Ontario – September 9 – 11, 2014

As our nation's premier outdoor agricultural showcase, Canada's Outdoor Farm Show offers "one stop shopping" for farmers and highlights the most innovative and technologically advanced agricultural products and services available. For more information please visit the event website: <http://www.outdoorfarmshow.com/>

Alberta Food Service Expo 2014

NEW

Calgary, Alberta – September 28 – 29, 2014

Where the industry meets to see new trends and share ideas to improve their businesses. This show, is Alberta's premier foodservice industry event, held for two action-packed days. The expo will feature new products and services, show specials, culinary demonstrations and competitions, education sessions and industry awards. For more information please visit the event website: <http://www.albertafoodserviceexpo.ca/>

The Canadian Coffee & Tea Show 2014

NEW

Mississauga, Ontario – September 28 – 29, 2014

The Canadian Coffee & Tea Show returns to Toronto for another exciting year, hosting exhibitors and attendees focused on brewing NEW success in their businesses. The trade show showcasing the latest and greatest in new equipment, products, and available services. If you are looking for new products, ways to improve your business and grow your coffee and tea sales, you will definitely want to be there. For more information please visit the event website: <http://coffeeteashow.ca/>

Colloque Gestion 2014

NEW

Drummondville, Quebec – November 6, 2014

Animal welfare, globalization, agri-environment ... These issues that many consider barriers to the development of the industry are discussed in terms of business opportunities that must be seized by the producers. How to deal with these challenges and ensure the sustainability of farms in a rapid change context? How to be prepared for these changes? Take this opportunity to discover many possible solutions. For more information please visit the event website: <http://www.craaq.qc.ca/Evenements-du-CRAAQ/colloque-gestion-2014/e/1962>

Bières et Saveurs 2014

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/>

Food Regulatory & Quality Assurance Summit

NEW

Toronto, Ontario – October 21 – 22, 2014

Attend this event to keep your company prepared and navigate through the upcoming changes. Walk away with best practices to ensure your company's compliance. Upcoming food regulatory changes will transform the way Canadian food companies do business. Arm yourself with the latest guidelines, best practices and tools to meet Canada's new regulatory regime head-on. For more information please visit the event website: <http://www.foodregulationcanada.com/>

Gourmet Food & Wine Expo

Toronto, Ontario – November 20 – 23, 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

NEW

"Table Top" Event

The Trade Commissioner Service of Canada in collaboration with the Chamber of Commerce is organizing a "table top" event in Israel with their embassies in Tel Aviv. The event is scheduled for **September 17th**. Companies interested by Israeli market must send samples and booklets at the following address:

Vanessa Goldfrid / Mona Ashkar, Assistant Trade Commissioner, Trade Section - Canadian Embassy in Israel, 3 Nirim St. - Tel Aviv 67060 Israel - Tel +972-3-636-3316

Buyers are interested in the following products: snacks (sweet and salty), health bars, chocolates and candies, chips, organic and gluten-free products, lentils, nuts, wild rice, cookies.

For further information, please contact:

Nawal Benzaid,

Consul & Regional Agriculture Counsellor- MENA

Consulate General of Canada

Tel: + (971) 4 404 8503

Email: nawal.benzaid@international.gc.ca

Fresh Summit Convention & Expo

NEW

Anaheim, CA (USA) – October 17 - 19, 2014

Fresh Summit is the must-attend event for you and your colleagues. It's where produce and floral industry leaders from around the world converge to share ideas, breakthroughs and inspiration. No other single conference in the produce industry helps you create global connections, cultivate industry talent, find practical solutions to complex science and technology issues, explore a floral pavilion now double in size and ensure you are on the cutting-edge of tomorrow's trends, today. For more information, please visit the following event web site: <http://www.pma.com/events/fresh-summit/2014>

The Speciality Food Festival

NEW

Dubai, (UAE) – November 9 - 11, 2014

2014's Speciality Food Festival sees an upsurge in onsite features, creating more dynamic marketing and enhanced ROI opportunities. Activities during the show, among other things, "Chef's Corner" Regional Celebrity chefs create a series of signature dishes during all three days of the show, "Guess the Gourmet" Five visitors are selected, blind-folded and given the opportunity to taste - guess some of the finest gourmet ingredients. For more information, please visit the following event web site: <http://www.speciality.ae/>

Organic Expo 2014 (BioFach Japan)

NEW

Tokyo, Japan – November 20 - 22, 2014

BioFach Japan has taken place in Tokyo since 2001. It is the only exhibition in Japan for this sector. BioFach Japan as part of the Organic Expo is based on the proven and renowned trade show concept Biofach, which means that exhibitors can only exhibit with products fulfilling the unique and strict admission criteria. Organic Expo together with BioFach Japan presents a unique show for trade visitors from the wholesale and retail trade, import, catering and manufacturing from the organic industry. For more information, please visit the following event web site: <http://organic-expo.jp/en/>

Sial Middle East 2014

NEW

Abu Dhabi, (UAE) – November 24 - 26, 2014

With a 37% increase in visitor numbers at the 2013 edition, SIAL Middle East has cemented its position as the genuine business class event for the food and beverage industry in the region. SIAL Middle East 2013 attracted more than 17000 attendees over 3 days to meet more than 700 exhibitors from 52 countries. For more information, please visit the following event web site: <http://www.sialme.com/>

40th Winter Fancy Food Show (WFFS)

NEW

San Francisco, (CA), (USA) – January 11 - 13, 2015

The WFFS, one of the most important annual exhibitions, attracts from 19,000 to 32,000 attendees from specialty foods, wines, gifts and department stores, supermarkets, restaurants, mail-order and other related businesses. These attendees come to see more than a thousand exhibitors (1 300) from around the world, presenting over 80,000 specialty foods to discover and sample. For more information, please visit the following event web site: <http://www.specialtyfood.com/fancy-food-show/winter-fancy-food-show/>

NEW

**48hrs in the Hub
October 21-22, 2014
Cambridge, MA**

CALL FOR APPLICATIONS

**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 (CENE) are currently accepting applications from Canadian companies for our "**48hrs in the Hub**" program. 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.

Apply for 48hrs in the Hub:

<https://adobeformscentral.com/?f=qPE1qC%2AGDL3t937YUFcwYA>

See draft program at the CENE: <http://www.thecene.org/#!48-hours-in-the-hub/c11nc>



Announcements / News

● Meeting with the Canadian Food Inspection Agency (Sainte-Julie, September 10, 2014 from 09h00 to 12h00)

The Export Group invites you to meet with the Canadian Food Inspection Agency (CFIA). This meeting will help you to demystify the role of the CFIA in the export of agri-food products, mainly in regards to health certificates by category of products required by our major trading partners.

Our guest speaker will also give an overview of the main steps and requirements to obtain a health certificate and will guide us in the search of information on the CFIA website.

For more information, please contact Jean-Emmanuel Poitras, Export Group, by telephone: 450-461-6266 | 1 800 562-9767 ext 208 or by e-mail: jean-emmanuelpoitras@groupeexport.ca

● Trade deal with South Korea opens doors for Canada's exporters

The Canada-Korea Free Trade Agreement (CKFTA) provides unprecedented new access for Canadians to the world's 15th-largest economy and will make South Korea a larger gateway into this dynamic region. South Korea is already a key gateway to the wider Asia-Pacific region and is geographically situated in an ideal location to increasingly facilitate trade with the rest of Asia. Full release available at: <http://www.tradecommissioner.gc.ca/eng/canadexport/document.jsp?did=152329> and learn more about the Canada-Korea Free Trade Agreement by visiting the following web site: <http://bit.ly/1nmyTsT>

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**

- ☐ Navigating the U.S. Market – Free online EDC Guide (*online only*)
- ☐ Opportunities for Canadian beef in the UK market
- ☐ Laying the groundwork for innovation (3 reports) (*online only*)
- ☐ Mexico - Business Environment
- ☐ Mexico – Market Overview
- ☐ Mexico – Consumer Profile
- ☐ Germany – Market Overview
- ☐ Germany - The Functional Food Sector and Food and Beverage Industry

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DID YOU KNOW?

Americans spend less money for food

Americans spend an average of only 6.6% of their income for food (11% if we take account meals taken outside the home) and it's one of the lowest share observed in the world.

Canada ranks third with 9.6% of the budget spent on food at home, almost on par with England (9.1%). This is what emerges from a study conducted by the U.S. Department of Agriculture (USDA) and covers twenty countries around the world.

