



ATS Bulletin | Bulletin SEA

AGRI-FOOD TRADE SERVICE | SERVICE D'EXPORTATION AGROALIMENTAIRE

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This publication contains information on the main components of the biofood industry and provides a quick overview of each sector's performance.

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).

New Food Products with Pulse Ingredients Launched in the European Union

The EU is a key market for pulse products; it is the second-largest importer of pulses in the world behind India. The EU imported C\$1.14 billion of pulses from external trading partners in 2013, with 22.5% of that total coming from Canada. •Pulse ingredients are used across a huge spectrum of food products in the EU, and this versatility presents many opportunities for Canadian exporters to supply this growing market.

This report provides a pulse trade overview and a new products analysis.

<http://www5.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-region/europe/new-food-products-with-pulse-ingredients-launched-in-the-european-union/?id=1420648096758>

(January 2015, 33 pages)

Source: International Markets Bureau - AAFC

Doing Business with Metro Group in Western Europe

Metro Group is a Germany-based international retailing company with over 2,200 outlets in 32 countries in Europe, Africa and Asia. Grocery-related operations include Metro Cash and Carry, which is active in the self-service wholesale industry, and Real, which operates hypermarkets across Europe. This report provides a snapshot of Metro Group, but focuses on the food and beverage opportunities that the company offers to Canadian producers

and processors.

<http://www5.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-region/europe/doing-business-with-metro-group-in-western-europe/?id=1413377296056>

(March 2014, 13 pages)

Source: International Markets Bureau - AAFC

Dairy Products - Western Europe

As trade of the dairy commodity becomes more global, with national and multinational companies competing in nearly every region, many products are also becoming more international. However, consumers of milk and dairy products across European regions exhibit widely varying preferences for taste, convenience, nutrition, wholesomeness, and packaging.

<http://www5.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-region/europe/dairy-products-western-europe/?id=1420644518049>

(January 2015, 19 pages)

Source: International Markets Bureau - AAFC

Trade Reports

Small Fruit and Fruit Juices in the European Union

Europe leads in juice new product development accounting for 43% of total new products in 2013, and almost 1,000 more introductions than the next highest region – Asia Pacific. France, the UK and Germany all show up among the top five most innovative countries. This report provides information on: Overview of the European Union, the French market, the German market, the British market and legislation for berries being exported to EU countries.

Consumer Profile - Germany

Similarly to Canada and many other developed countries, Germany's population and consumption patterns are being impacted by a number of market trends. Demographically, Germany's population is aging, providing a range of opportunities in the health and wellness food and beverage segment. German consumers are also living busy lifestyles, providing opportunities for Canadian exporters that can supply value-added convenience products that are of a high quality and geared toward health. This report provides, among other things, information on: food and

<http://www5.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-region/europe/small-fruit-and-fruit-juices-in-the-european-union/?id=1418241915941>

(December 2014, 15 pages)

Source: International Markets Bureau - AAFC

beverage preferences and expenditures, consumer trends, health and wellness and foodservice environment.

<http://www5.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-region/europe/consumer-profile-germany/?id=1421933900883#wb-cont>

(January 2015, 10 pages)

Source: International Markets Bureau - AAFC

Market Overview - South Korea

South Korea is a net importer of agri-food and seafood products. South Korea's top agri-food and seafood imports in 2013 were corn, non-durum wheat, soybean meal, sugar, and food preparations. Key supplying countries were the United States, China, Brazil, Australia, and Argentina. Canada was Korea's 12th-largest supplier of total agri-food and seafood products in 2013, with a 2.0% share.

<http://www.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-region/asia-pacific/market-overview-south-korea/?id=1418399692163>

(October 2014, 9 pages)

Source: International Markets Bureau - AAFC

South Korea – useful internet links

South Korea has one of the most favourable business environments in all of Asia. This is largely due to a relatively strong emphasis on infrastructure, a highly educated and skilled workforce and improved standards of corporate governance. The recently signed Canada-Korea Free Trade Agreement (awaiting ratification) is expected to boost trade between the two countries as it provides Canadian companies with unprecedented access to South Korea's \$1.1 trillion economy.

• *Canada Korea Free Trade Agreement - Foreign Affairs, Trade and Development Canada:* <http://www.international.gc.ca/trade-agreements-accords-commerciaux/agr-acc/korea-coree/index.aspx?lang=eng>

• *Country Guide – HSBC:*

http://premier.rw3cg.com/content/approved/South%20Korea/premier_frame.htm

• *Fact Sheet (including details around Double Taxation) - Foreign Affairs, Trade and Development Canada:*

<http://international.gc.ca/global-markets-marches-mondiaux/markets-marches/southkorea-coreesud.aspx?lang=eng>

Profil sectoriel de l'industrie bioalimentaire du Québec – édition 2014

This publication was prepared jointly by the Institut de la statistique du Québec and the ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec. It contains information on the main components of the biofood industry and provides a quick overview of each sector's performance. The 2014 edition comprises five chapters illustrating the evolution of the industry between 2010 and 2013.

January 2015, 131 pages (available in French only)

Downloadable file is free at:

http://www.mapaq.gouv.qc.ca/fr/Avis_Publicite/Pages/ProfilsectorielindustriebioalimentaireQuebec.aspx

Source: Institut de la statistique du Québec (ISQ) et Ministère de l'agriculture, des pêcheries et de l'alimentation du Québec (MAPAQ)



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.

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

Colloque sur l'établissement et le retrait en agriculture

NEW

Drummondville, Quebec – March 18, 2015

To whom may concern by farm establishment in agriculture are invited to participate at "Colloque sur l'établissement et le retrait en agriculture". What are the choices for assignor? This is the question we invite you to think about. The speakers will review the current situation and deal with the transfer preparation and planning from the assignor perspective. 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 or visit the event web site: <http://www.craaq.qc.ca/Calendrier>

(NOTE: Internet site & conference are in French only)

Perspectives 2015 (25th 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 or visit the event web site: <http://www.craaq.qc.ca/Calendrier>

(NOTE: Internet site & conference are in French only)

Salon Classe Export (Quebec first Edition)

NEW

Montreal, Quebec – May 13 – 14, 2015

For its first edition in Quebec, Classe Export brings together all the experts and export specialists in a single location. Between 70 and 90 exhibitors will offer all types of services that can benefit a company wishing to develop an export structure, increase its export sales and diversify its markets. For more information please visit the event website: <http://classe-export.ca/>

Canada Events

SIAL Canada & SET Canada 2015

NEW

Toronto, Ontario – April 28 – 30, 2015

SIAL Canada, *the International Food & Beverage Tradeshow*, represents the industry's most important meeting place for North America: (2014 Edition in Montreal)

- 14,685 professional visitors from 61 countries
- 767 exhibitors and brands from 43 countries
- 210,000 sq/ft of exhibiting space

SET Canada, taking place at the same time and venue as SIAL Canada, is *North America's best show when it comes to equipment and technology that's aimed at retail professionals, the food-processing industry, and the food-service industry.*

SIAL Canada is THE place for the food industry in North America. It's an amazing platform to develop its business, launch new products and expand its network and contacts. For further information, please visit the following event web site:

<http://sialcanada.com/sial/en/>

Bakery Congress 2015

NEW

Montreal, Quebec – May 31 – June 1, 2015

Bakery Congress 2015 is Canadian baking industry trade show & conference to see, touch & taste the newest & your favourite products, ingredients, equipment, services, technology and baked goods (fresh, proof & bake, par-baked, freezer-to-oven, thaw & serve). Participate to our educational seminars/workshops to learn and share the baking industry challenges. Meet a highly qualified audience with authority, influence and most importantly, buying power - over 75% of the past attendees/delegates had a role in the purchasing decisions for their company. For more information please visit the event website: <http://www.baking.ca/congress/congress%20-%20english%20-%20exhibitors.aspx>

20th International Farm Management Congress

NEW

"healthy agriculture for a healthy world"

Quebec, Quebec – July 12 - 17, 2015

Agriculture, health and the important linkages between them concern you? Don't miss this unique opportunity to take part in high level presentations by renowned speakers and to discover the best farm management practices in Canada and around the world. Hear from renowned farm management experts from around the world and expand your network with up to 400 delegates from over 30 countries. For more information please visit the event website: <http://www.ifma20.org/en/>

11th Annual North American Summit on Food Safety

NEW

Toronto, Ontario – March 4 – 5, 2015

If you are involved in any aspect of food safety, you can't afford to miss this unique forum. Take advantage of this exciting opportunity to network and explore new ideas and successful initiatives presented by experts with hands-on experience. You will learn about the latest strategies to tackle your challenges with real life case studies! For more information please visit the event website: <http://www.foodsafetycanada.com/>

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

ProWein 2015

NEW

Düsseldorf, Germany – March 15 – 17, 2015

Annual leading international trade fair for the wine and spirits sector, the last edition attracted 4,800 exhibitors from 47 countries and more than 48,000 trade visitors from all over the world. The first official Canada Pavilion counted 14 Canadian exhibitors in 2014. ProWein is an international get-together of the wine and spirits industry and provides up-to-date information on trends and innovations in this sector. This is the event where to establish contact with both German and international buyers of alcoholic beverages and to develop international sales. Within a few years, ProWein has become a key platform in Europe. For more information, please visit the following event web site: <http://www.prowein.com/>

Seafood Expo Global 2015

Brussels, Belgium – April 21 – 23, 2015

This is your invitation to benefit from participating in the official Canada Pavilion at SEG. SEG is the largest seafood trade event in the world. The event attracts more than 25,800 buyers and suppliers of fresh, frozen, packaged and value-added seafood products, equipment and services. Attendees travel from 150 countries to do business at the exposition. No other event in the world provides seafood professionals with direct access to qualified buyers and suppliers from all over the globe representing all aspects of the seafood industry. For more information, please visit the Agriculture and Agri-food Canada (AAFC) web site: <http://www.agr.gc.ca/eng/industry-markets-and-trade/trade-events/europe/seafood-expo-global/seafood-expo-global-2015/?id=1418927306847>

Salon International de l'Agriculture au Maroc (SIAM) (10th Edition)

NEW

Meknes, Morocco - April 23 – May 03, 2015

SIAM, the largest agricultural trade show in Morocco. SIAM is an ideal setting for Canadian companies that are looking to diversify into new markets and seize the opportunities that Morocco and surrounding regions of North Africa have to offer. For more information, please visit the following event web site: <http://www.salon-agriculture.ma/index.php>

SIAL China 2015

NEW

Shanghai, China – May 6 – 8, 2015

With every year, SIAL China is increasingly consolidating its position as the leading trade show for professionals of the food and beverage industry in China. Exhibiting at SIAL China is the best way of advertising your products in China and Asia and of positioning them on the various import and distribution circuits: supermarkets-hypermarket, wholesale, retail, hotels and restaurants, etc. For more information, please visit the following event web site: <http://www.sialchina.com>

National Restaurant Association (NRA) 2015

NEW

Chicago, Illinois – May 16 –19, 2015

The NRA show is the largest single gathering in the world of foodservice and lodging professionals. Attend the 2014 National Restaurant Association in Chicago to find the latest ideas, products, educational material and contacts that will help restaurants stay competitive. For more information, please visit the following event web site: <http://show.restaurant.org/Home>

Private Label Manufacturers Association's (PLMA) International Trade Show 2015

NEW

Amsterdam (Netherlands) – May 19 – 20, 2015

For nearly 30 years, PLMA's annual International Trade Show has brought retailers together with manufacturers to help them find new products, make new contacts, and discover new ideas that will help their private label programmes succeed and grow. Today, the need for new products, contacts and ideas has never been greater. Private label market share stands at its highest ever. The future promises even more private label as retailers expand internationally and take a larger role in marketing themselves and the products that they sell. For more information, please visit the following event web site: <http://www.plmainternational.com/>

Alimentaria Mexico 2015

NEW

Mexico city, Mexico – May 26 – 28, 2015

Alimentaria México is the only Mexican food and drink event devoted to the food industry in Mexico, distribution, marketing, and the restaurant industry, including everything involved with food and drink, for instance: dairy products, confectionary, fruit and vegetables, meat products, fish and seafood, preserves and frozen food, drinks, organic products and teams dedicated to the preparation, preservation and presentation of food and drink for the restaurant and catering industry. For more information, please visit the following event web site: <http://www.alimentaria-mexico.com/en/home>

Dairy - Deli – Bake Seminar & Expo 2015

NEW

Atlanta, Georgia – June 7 – 9, 2015

Dairy-Deli-Bake is the largest show in the world serving several categories of actors in that sector. It's also the most-focused show because it only targets the serious buyers, merchandisers, and executives who have a shared passion for food. Attendees include retail executives, buyers, merchandisers, directors, brokers, distributors, manufacturers, and others. For more information, please visit the following event web site: <http://www.iddba.org/>

Food Taipei 2015

NEW

The 25th Taipei International Food Show 2015

Taiwan, China – June 24 – 27, 2015

Food Taipei is one of Asia's most important food shows and had celebrated its 25th birthday in 2015. The show itself has been the most popular platform for industry players to launch their products into the hottest Taiwan and overseas markets. In 2014, Food Taipei had almost 1,000 exhibitors and 2,000 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



Announcements / Missions

Order Form

● Canada-Korea Free Trade Agreement (CKFTA)

January 1, 2015 marked the entry into force of the CKFTA, Canada's first free trade agreement in the Asia Pacific region. The Canada-Korea Free Trade Agreement will eliminate tariffs on 86.8 percent of agricultural tariff lines. This duty-free access will give Canadian agricultural products, including pork, maple syrup and fruit, preferential access to the South Korean market, and will create a level playing field on which Canadian producers can compete with South Korea's current free trade agreement partners. Read full release at: <http://www.international.gc.ca/media/comm/news-communiqués/2015/01/01a.aspx?lang=eng>

● Trade Mission to Expo ANTAD - Guadalajara, Mexico March 16-20, 2015

The Canadian Food Exporters Association is working in partnership with Alberta Agriculture and Rural Development's International Relations and Marketing, the Embassy of Canada in Mexico City, the Ontario Ministry of Agriculture, Food and Rural Affairs' Ontario Food Exports and the Québec Ministry of Agriculture, Fisheries and Food, to provide you with a trade mission program to Expo ANTAD. You can learn more about the show by visiting their website at: www.expoantad.net or for additional market information please contact the association at the following web site: <https://www.cfea.com/>

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**

- ☐ New Food Products with Pulse Ingredients Launched in the European Union
- ☐ Doing Business with Metro Group in Western Europe
- ☐ Dairy Products - Western Europe
- ☐ Small Fruit and Fruit Juices in the European Union
- ☐ Consumer Profile - Germany
- ☐ Market Overview - South Korea
- ☐ Profil sectoriel de l'industrie bioalimentaire du Québec – édition 2014

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DID YOU KNOW?

In one hour, a honey bee can fly 24 km. A bee's wings beat 200 times per second.

Canada's honey sector consists of approximately 8,000 beekeepers and 610,000 bee colonies across the country. Almost 40% of food products contained in our plate in Quebec come indirectly or directly from the work of bees by pollination of fruit, vegetables and other plants.

