



# ATS Bulletin | Bulletin SEA

AGRI-FOOD TRADE SERVICE | SERVICE D'EXPORTATION AGROALIMENTAIRE

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This report provides a forecast of the agricultural sector for the previous and current calendar year (2014 and 2015), and looks ahead 10 years based on the latest available information.

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Opportunities for Canadian exporters may be found in supplying high-quality ingredients and trusted food products that suit the diversifying and discerning palate of Chinese foodservice patrons.

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The United States (U.S.) is the third most populous country in the world with 316.3 million people. The population is expected to reach 325.9 million by 2017.

## 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).

### 2015 Canadian Agricultural Outlook

The 2015 Canadian Agricultural Outlook provides a forecast of the agricultural sector for the previous and current calendar year (2014 and 2015), and looks ahead 10 years based on the latest available information. The report is Agriculture and Agri-Food Canada's measure of the strength of the agriculture sector and its contribution to Canada's economy. This forecast represents a federal-provincial consensus on the outlook for farm cash receipts, expenses and net incomes. The report also highlights the trends that are expected to influence global agriculture and agri-food

markets over the medium term (2015 to 2024).  
<http://www.agr.gc.ca/eng/about-us/publications/economic-publications/alphabetical-listing/2015-canadian-agricultural-outlook/?id=1423751592650>

To request a copy of the complete publication, please contact:  
Departmental Publications Service by phone: 613-773-1444 or  
E-mail: [publications@agr.gc.ca](mailto:publications@agr.gc.ca)

**Source: Agriculture & Agri-Food Canada (AAFC)**  
**(February 2015)**

### Maple Products - European Market Analysis

At \$277.9 million in exports, Canada was the largest exporter in the world of maple sugar and syrup in 2013, with the United States ranking second with \$26.4 million and Denmark third with \$6.2 million. In 2013, six of Canada's top ten export destination countries for maple sugar and syrup were from Europe and had a combined export value of \$51.7 million. Of these six countries, exports to Germany experienced the most growth from 2009 to 2013, increasing by 32.5%, followed by France with 16.9% and the Netherlands with 8.1%. This report provides information on:

maple sugar and maple syrup trade trends, syrup analysis – Europe and maple food & drink analysis – Europe.

<http://www.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-region/europe/maple-products-european-market-analysis/?id=1424352808569>

**Source: Market Access Secretariat, (AAFC)**  
**(February 2015, 22 pages)**

### Agriculture and Agri-Food Profile - Guatemala

Available data from the World Bank reports, estimate that the 2013 retail sales of packaged food products in Guatemala reached US\$4.6 billion, and that Guatemala remains the largest packaged food market in Central America. Forecast growth of the packaged food market is US\$5.5 Billion by 2018. The high growth categories in the forecast include snack bars, meal replacement, noodles, dried processed as well as canned/preserved, and

chilled processed food, ready meals, sweet and savory snacks and soups.

<http://www.tradecommissioner.gc.ca/eng/document.jsp?did=157776>

**Source: the Canadian Trade Commissioner Service**  
**(March 2015, 4 pages)**

# Trade Reports

## Competing in the World's No. 1 Emerging Market

Chinese retailers want to stock more Canadian foods, but Canadian exporters are being largely out-flanked by competitors in getting space on supermarket shelves and exposure on China's e-commerce sites, concludes a report released on February 2015 the Canadian Agri-Food Policy Institute (CAPI) entitled *Competing in the World's No. 1 Emerging Market*.

The report is based on CAPI's networking trip to China last November that introduced Canadian companies and organizations to selected retailers in Beijing and Shanghai. [http://capi-icpa.ca/pdfs/2015/CAPI\\_ChinaReport\\_ENG.pdf](http://capi-icpa.ca/pdfs/2015/CAPI_ChinaReport_ENG.pdf)  
**Source: Canadian Agri-Food Policy Institute (CAPI)**  
**(February 2015, 36 pages)**

## Foodservice Profile – China

The industry is expected to continue posting growth over the forecast period, although at a slower pace than in the past due to lingering cost-consciousness and food safety concerns. Opportunities for Canadian exporters may be found in supplying high-quality ingredients and trusted food products that suit the diversifying and discerning palate of Chinese foodservice patrons. This report provides information on: positioning foodservice in the world, consumer attitudes and economic drivers, the overall

foodservice environment, full-service restaurants, fast food, cafés/bars and market conditions. <http://www.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-region/asia-pacific/foodservice-profile-china/?id=1426778617038#>

**Source: Market Access Secretariat, (AAFC)**  
**(March 2015, 13 pages)**

## Agri-Food News from Europe

Find out which European importers are seeking Canadian agri-food products. The Agri-Food News from Europe is complete with a list of products in demand from Canadian suppliers, a list of the European trade fairs, information about specific markets, EU country news and more. *Available in English by request and in*

*bilingual version soon on the ATS website, under European Union:*

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

**Source: Canadian Consulate Agri-Food Section, in Düsseldorf, Germany**  
**March 2015 (55 pages)**

## « Regard sur le marché » – Nouvelle Angleterre - Boston

**Regard sur le marché** provides a series of information documents to help increase exports in the metropolitan areas of the United States and Canada. They aim to encourage and initiate the companies in their export process to learn more about major grocery chains, major retailers, trends, professional food trade shows and how to carry out a mission. The present document and

all previous of the series are available at :

<http://www.mapaq.gouv.qc.ca/fr/Transformation/marches/exportation/Pages/Marchesprioritaires.aspx>

**Source : Direction du développement des marchés extérieurs, MAPAQ**  
**(2015, 12 pages) (Documents are available in French only)**

## Market Overview - United States

The United States (U.S.) is the third most populous country in the world with 316.3 million people. The population is expected to reach 325.9 million by 2017. The United States is the largest economy in the world and also the world's largest importer and exporter of agri-food and seafood products. This report provides information on: market snapshot, production, trade, consumer

foodservice and retail sales.

<http://www.ats-sea.agr.gc.ca/amr/6552-eng.htm>

**Source: Market Access Secretariat, (AAFC)**  
**(October 2014, 8 pages)**



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](mailto:infoservice@agr.gc.ca)



## Events

### Quebec Events

#### Exports at the Heart of Canada's Growth – Luncheon NEW

**Montreal, Quebec – April 15 from 12:00 – 14:00, 2015**

Presented by The Montreal Council on Foreign Relations. Themes: The essential role of exports in the Canadian economy, Canadian and Quebec SMEs face enormous challenges, which?, where are the opportunities for exports and why diversification beyond the United States? For more information please visit the event website: <http://www.corim.qc.ca/en/event/667>

#### Mondial de la bière (22<sup>e</sup> édition) NEW

**Montreal, Quebec – June 10 – 14, 2015**

Montreal's first great festival of the summer, the Mondial de la bière is a unique tasting event dedicated to the reinstatement of beer's noble status. Founded in 1994, the Mondial de la bière is considered to be a gateway to the Québec and foreign beer industry. The professional MBeer segment, which began in 2005 with the MBeerconference, is enriched by the visit of international beer celebrities who contribute to its reputation. The MBeer Contest and the MBeer school of beerology, created in 1996, have also helped develop Quebec's expertise in this domain. Through the years, the event has become the most important festival of international beers in America and its reputation now travels over to many countries. For more information please visit the event website:

[http://festivalmondialbiere.qc.ca/en/festivals/mondial\\_de\\_la\\_biere\\_montreal\\_2015/](http://festivalmondialbiere.qc.ca/en/festivals/mondial_de_la_biere_montreal_2015/)

#### Bakery Congress 2015

**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>

#### 20<sup>th</sup> International Farm Management Congress

*"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/>

### Canada Events

#### Cocktail Reception NEW

*(Managed by the Agrifood Export Group Quebec – Canada during SIAL Toronto 2015)*

**Toronto, Ontario – Tuesday April 28, 2015**

The evening gives your enterprise the opportunity to: develop business relationships, meet international buyers - over 100 buyers invited and learn about the latest agri-food trends at our showcases. Come build the connections that will boost your business! For more information please visit the event website:

<http://www.groupeexport.ca/en/calendrier/details/193>

#### Let's Talk Exports Cross Canada Tour 2015 NEW

**Between April 23 – May 26, 2015**

The world economy continues to bump along, with hot spots, not-spots and a few good economies in between. Has the global economy got a case of terminal weakness, or has the slow train reached its terminus? Attend Let's Talk Exports, your best opportunity to get the latest information on the global economy and its impact on Canadian businesses like yours. You'll learn:

- the opportunities and risks for 2015-2016;
- the export outlook for your industry sector;
- tips to succeed in the global marketplace;
- and much more.

**The 2015 cross Canada tour will be held in 10 cities, including Quebec City May 12 and Montreal May 13.**

For more information please visit the event website: <http://www.edc.ca/EN/LTETour/Pages/default.aspx?HP=HP-RB-2-E>

#### Canada's Farm Progress Show NEW

**Regina, Saskatchewan – June 17 – 19, 2015**

The country's Largest Trade Show is a dry land farm technology show that annually attracts 45,000 visitors from around the globe. It's the place to be for opportunity, innovation and excitement. Perennial favorite programs will include the demonstration areas, Innovation Showcase, Ride and Drive Test Area, New Innovations Showcase and the Antique Truck and Tractor Showcase. In addition, Livestock Centre, Energy Centre, Modern Lifestyles Showcase, entertainment and educational seminars promise to be better than ever. The International Buyers Program is another feature that sets the CFPS apart from other shows of its kind. International guests and buyer delegations from over 50 countries are matched with the products, services and suppliers that they need. For more information please visit the event website: <http://www.myfarmshow.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](http://www.ats-sea.agr.gc.ca)

## International Events

### 2015 Sweets & Snacks Expo

NEW

**Chicago, Illinois – 19 – 21 May, 2015**

This show is more than 15,000 qualified professionals attending with global participation from 90 countries, 620+ exhibiting companies displaying more than 3 acres of candy and snacks, innovations awards reveal the top new items that have been taste-tested across eight different categories, learning opportunities through standing-room only keynote sessions as well as merchandising solutions on the show floor. The 2015 Sweets & Snacks Expo is filled with more new products and categories from more new companies. Come to the 2015 Expo to discover what's new in your category! For more information, please visit the following event web site: <http://www.sweetsandsnacks.com/>

### Dairy - Deli – Bake Seminar & Expo 2015

**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/>

### SIAL Brazil 2015

NEW

**Sao Paulo, Brazil – June 9 – 11, 2015**

Following the model of SIAL Paris, the biggest world event in the food and beverages market, the Brazilian edition gathers all the segments in this market, with the presence of national and international companies, all of them presenting the trends and innovations for the retail and food service. The show will take place at the same date and time as Fispal Food Service, the largest event for food out of home in Latin America. This is a unique event for the food market that will offer you a complete mix of products and solutions. For more information, please visit the following event web site: <http://www.sialbrazil.com.br/en/>

### Agroactiva 2015

NEW

**Buenos Aires, Argentina – June 10 – 13, 2015**

AgroActiva is the best showcase since 1995 to exhibit technological advances, the main business generation and training center chosen by producers, technical professionals and researchers. And also as a meeting and entertainment space for the entire family. For more information, please visit the following event web site: <http://www.agroactiva.com/en/>

### Nanotech 2015 – Advanced Materials & Applications

NEW

**Washington DC (USA) - June 14 – 17, 2015**

Some applications may have links with the agri-food industry (packaging, biomaterials, green energy, a measure of pollution and pollution control technologies ...). For further information, please visit the event website: <http://www.techconnectworld.com/Nanotech2015>

### 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](http://www.foodtaipei.com.tw/en_US/index.html)

### 61<sup>th</sup> Summer Fancy Food Show (SFFS)

NEW

**New York, New York – June 28 – 30, 2015**

The SFFS is the largest specialty food and beverage event in North America with 2,400 exhibitors from 80 countries & regions. This is an opportunity to meet senior representatives from every segment of the food service industry – retailers, restaurateurs, brokers, wholesalers, importers and other distributors of specialty-gourmet, ethnic, natural and organic food, snacks and beverages. For more information, please visit the following event web site: <http://www.specialtyfood.com/fancy-food-show/summer-fancy-food-show/>

### Institute of Food Technologists (IFT) 2015

NEW

**Annual meeting and Food Expo**

**Chicago, Illinois – July 11 – 14, 2015**

The IFT Annual Meeting & Food Expo is the only annual event that brings together professionals involved in both the science and the business of food - experts from around the world from industry, academia, and government. You'll learn about the very latest trends, the newest products, and the most recent scientific innovations...and make important new professional connections. For more information, please visit the following event web site: <http://www.am-fe.ift.org/cms/>

### Food Expo 2015 (26<sup>th</sup> Edition)

NEW

**Hong Kong, China – August 13 – 17, 2015**

This Food Expo is a popular summer event which takes place in Hong Kong. Featuring a Trade Hall and a Public Hall, the expo serves a wide variety of quality food products from all over the world including bakery products, beverages, snacks, processed food, instant food, fruits & vegetables, green & organic food, kitchenware, seasonings and seafood and provides numerous business opportunities to buyers and spoiling public visitors with mouth-watering delicacies. This is also the best marketplace for food retailers, wholesalers, suppliers, agencies and brokers to manifest their strength. For further information, please visit the event website: <http://www.hktcdc.com/fair/hkfoodexpo-en/HKTDC-Food-Expo.html>





## Announcements / Missions

## Order Form

### ● Minister Ritz's Mission to China: June 2015

Minister Gerry Ritz is planning to travel to China from June 10-16, 2015, with visits to Beijing, Xi'an and Chongqing. Following last year's successful mission, this year is also envisioned to include the participation of Canadian industry associations, their members who are in a position to export to China, and Provincial and Territorial Agriculture Ministers. The agricultural trade mission showcases Canadian capabilities and competitiveness, as well as provides an opportunity for Canadian firms to network with the local business community and develop trade relationships. <http://www.agr.gc.ca/eng/industry-markets-and-trade/trade-events/asia-pacific/minister-ritz-s-mission-to-china-june-2015/?id=1427719510188>

If you are interested in joining the Canadian agricultural delegation (see the release for the cost to participate) or have any questions please send an email at [mas-sam@agr.gc.ca](mailto:mas-sam@agr.gc.ca).

### ● Hong Kong and Macao Platform to promote Canadian food and beverage products in Hong Kong

The Consulate General of Canada in Hong Kong / Macao has developed a free online marketing platform, [www.CanadaFood.hk](http://www.CanadaFood.hk), for Canadian food exporters, distributors, wholesalers and retailers. Developed to provide consumers with information on where to buy Canadian food and beverage products in Hong Kong / Macao, the platform consists of three tools including a website, Facebook page and mobile apps. For more information please visit [www.canadafood.hk](http://www.canadafood.hk) or contact Jennifer Farquharson at [jenniferashley.farquharson@international.gc.ca](mailto:jenniferashley.farquharson@international.gc.ca) or [hk.canadafood@gmail.com](mailto:hk.canadafood@gmail.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**

- ☐ 2015 Canadian Agricultural Outlook
- ☐ Maple Products - European Market Analysis
- ☐ Agriculture and Agri-Food Profile - Guatemala
- ☐ Competing in the World's No. 1 Emerging Market
- ☐ Foodservice Profile – China
- ☐ Agri-Food News from Europe
- ☐ « Regard sur le marché » – Nouvelle Angleterre – Boston
- ☐ Market Overview - United States

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### DID YOU KNOW?

Canada is the world's largest exporter of maple products, with total exports valued at \$309.6 million in 2014. 63% of Canadian exports went to the United States, 9% to Japan and 8% to Germany.

