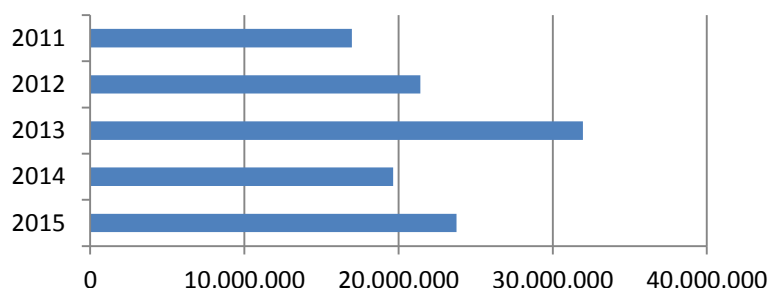


**BELGIUM IS THE SECOND LARGEST IMPORTER OF CANARY SEED IN THE WORLD**

- Canary seed is used almost exclusively as birdseed.
- The recent development of hairless canary seed (Canario™) has enhanced Canada's competitiveness by increasing the volume of seed per shipping container and by removing the oiling and polishing steps in processing.
- In 2016, yellow and brown hairless canary seed was approved for human consumption by Health Canada and the U.S. Food and Drug Administration. These varieties have not been approved for human consumption in the E.U. yet. However, the presence of canary seed products for human consumption indicates that certain varieties are already approved and others may be considered a novel food that needs to be authorised under Regulation No 258/97 before being placed on the E.U. market.

CANADA IS THE #1 SUPPLIER OF CANARY SEED IN BELGIUM AND IN THE WORLD

- Canada accounted for **86%** market share of Belgium's canary seed imports in 2015, worth **CAD\$20.4M**
- Belgium's value of canary seed imports from Canada increased at a compound annual growth rate of **5.7%** from 2011 to 2015

CANARY SEED TRADE**Belgium Imports of Canary Seed from the World, CAD\$****BELGIUM'S VALUE OF CANARY SEED IMPORTS FROM THE WORLD GREW BY 21% IN 2015**

- Belgium's total value of of canary seed imports has increased at a compound annual growth rate of **8.8%** over the past five years

BELGIUM'S VOLUME OF CANARY SEED IMPORTS FROM THE WORLD GREW 17% IN 2015

- Belgium imported **24.4 million tonnes** of canary seed from Canada in 2015
- Belgium's total volume of canary seed imports has increased **16%** over the past five years. Volume of imports from Canada have grown **3%** over the past five years.

CANARY SEED AS AN INGREDIENT

So far canary seed has only been used as an ingredient for human consumption in a limited number of products. Below is an example of a plant-based milk substitute that is imported into Belgium (manufactured in Spain) that contains 13% canary seed.

**Company:** Soria Natural, Spain**Storage:** Shelf stable**Price:** €2.00 / \$2.49**Pack Size:** 1.00 litre / 1000.00 ml

Product Description: Soria Natural is a 100% vegetable alternative to milk. Additionally, this drink is free from artificial colours and preservatives and can be used as a milk substitute for breakfast, desserts, milkshakes, and many more.

Positioning Claims: Low/No/Reduced Allergen, Low/No/Reduced Cholesterol, Low/No/Reduced Fat, Low/No/Reduced Lactose, Low/No/Reduced Sodium, No Additives/Preservatives, Vegetarian



**TOP BELGIAN COMPANIES ACTIVE IN THE BIRD FEED SECTOR**

Company	Contact	General Activity
Versele-Laga	Kapellestraat 70 9800 Deinze Belgium www.versele-laga.com	Manufacturer of animal feed
Karlie Flamingo	Hagelberg 14 2440 Geel Belgium info.be@karlie-flamingo.com www.flamingo.be	Retailer of pet food and accessories
Beduco	Wasserijstraat 25 B-2900 Schoten Belgium info@beduco.be www.beduco.be	Manufacturer of animal feed. Trade in grains, seeds and legumes.
Inve Belgium	Oeverstraat 7 9200 Baasrode Belgium info@invebelgie.be www.invebelgie.be	Manufacturer and retailer of specialty feeds , premixes and additives used in agriculture
Laroy Group	Industrieweg 98-100 9032 Wondelgem Belgium info@laroygroup.com www.laroyduvo.be	Retailer of pet food and accessories

HOW WE CAN HELP

We offer multiple [programs and services](#) to help you achieve your international business goals, such as the Agri-Food Trade Service, AgriMarketing Program, and Canada Brand.

[International Trade Commissioners](#) are also an excellent point of contact for export advice and can provide Canadian industry with on-the-ground expertise regarding market potential, current conditions, and local business contacts.

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