



# ATS Bulletin | Bulletin SEA

AGRI-FOOD TRADE SERVICE | SERVICE D'EXPORTATION AGROALIMENTAIRE

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This report provides information, among other things, on: market trends, consumer behaviour, sector analysis, competitive landscape and new product launch analysis.

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A series of four reports focus on health and wellness for food, drinks and pet food.

#### ► Foreign investment driving jobs and growth at home: New study by EDC

Export Development Canada (EDC) released a ground-breaking study that has shed new light on why Canadian companies invest abroad, and the benefits to Canada's domestic economy.

## 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).

### [Ventes au détail de produits alimentaires dans les grands magasins au Québec en 2015](#)

The report provides estimates of the value of sales to consumers multiple selected food categories that are sold in department stores in Quebec. **(French only)** - [Free download at the MAPAQ web site.](#)

**Source : Direction des études et des perspectives économiques - Ministère de l'Agriculture, des Pêcheries et de l'Alimentation (September 2016, 20 pages)**

### [Sector Trend Analysis - Snack Foods in the United States](#)

In 2015, snacks in the United States continued to see growth in both retail and volume sales. This growth is largely due to the changing household size and growing preference for convenience and bold new flavoured products. Convenience is continuing to be a key factor in consumer's preference for certain snacks over others. This focus on convenience is significantly impacting the retail landscape, where convenience stores are gaining more

shares over larger supermarkets. This report provides information, among other things, on: market trends, consumer behaviour, sector analysis, competitive landscape and new product launch analysis.

**Source: Market Access Secretariat, (AAFC) (September 2016, 13 pages)**

### [Exporting to Hong Kong](#)

Hong Kong is a shopping arcade for consumers in the neighbouring region who are seeking authentic and trustworthy food products. Hong Kong consistently ranks in the top 10 export markets for Canadian agriculture and agri-food products despite a population of only 7.3 million. Hong Kong's central location in Asia, sophisticated infrastructure, and large number of Chinese

and Asian tourists make it a trend-setting showcase for new and innovative food products in Asia. This report provides information, among other things, on: opportunities, challenges and import requirements.

**Source: the Canadian Trade Commissioner Service (September 2016, 5 pages)**

### [Agriculture and Agri-Food Profile - Hong Kong and Macao](#)

There is significant market potential in Hong Kong and Macao for Canadian agriculture and agri-food products, especially those that are adapted to local market tastes, and package designs, including labels and product sizes. Canadian food products are generally recognized by Hong Kong buyers and consumers to be safe and high-quality, giving Canadian food products a competitive advantage over other products of Asian origin.

However, the premium that consumers are willing to pay for a quality product is marginal and price sensitivity is high. This report provides information, among other things, on: sector overview, market and sector challenges (strengths and weaknesses) and sub-sector identification.

**Source: the Canadian Trade Commissioner Service (August 2016, 10 pages)**

# Trade Reports

## Health and Wellness Series (4 reports)

A series of four reports focus on health and wellness for food, drinks and pet food.

### [Omega-3 Trends in Food, Drinks, and Pet Food](#) (September 2016, 20 pages)

Globally there were 8,218 products containing Omega-3 introduced between January 2010 to December 2015, with 6,515 in Food, 1,484 in pet food and 219 in drinks. During the evaluation period, the use of Omega-3 has been on a rise, with the most new product launches (1964) occurring in 2014. Globally, Canada saw the most new product launches containing Omega-3, with a total of 1,807. While the United States and the United Kingdom were the second and third largest.

**Source: Market Access Secretariat, (AAFC)**

### [Pea Protein Isolate in Food and Beverage Products](#) (August 2016, 15 pages)

Globally, there were 170 products containing pea protein isolate launched between January 2011 and December 2015: 143 in the food category, and 36 in the drink category.

**Source: Market Access Secretariat, (AAFC)**

## [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

### [Chlorella in Packaged Food, Beverage, and Pet Products](#) (August 2016, 14 pages)

Globally, there were 353 products containing chlorella launched between February 2013 and April 2016: 181 in the food category; 91 in the drink category, and 81 in the pet products category. Chlorella is high in protein and other essential nutrients, such as antioxidants, chlorophyll, vitamins, minerals and fibre.

**Source: Market Access Secretariat, (AAFC)**

### [Organic Packaged Food Trends In Germany](#) (October 2016, 12 pages)

Canada enjoys preferential access to the European Union resulting from an equivalency agreement established in 2011 and recently expanded in 2016. This access is expected to be expanded by reduced tariffs when the Comprehensive Economic and Trade Agreement between Canada and the European Union is ratified. Germany is Europe's largest organic packaged food market and the second largest in the world, after the United States. Proportionally, organic packaged foods made up 3.88% of the total German packaged food market in 2015.

**Source: Market Access Secretariat, (AAFC)**

bilingual version soon on the [AAFC](#) website, under European Union. Previous edition are also available.

**Source: Canadian Consulate Agri-Food Section, in Düsseldorf, Germany**  
(October 2016, 42 pages)

## [Foreign investment driving jobs and growth at home: New study by EDC](#)

Export Development Canada (EDC) released a ground-breaking study that has shed new light on why Canadian companies invest abroad, and the benefits to Canada's domestic economy. The study's findings challenge commonly held beliefs about Canadian companies and their foreign investments, particularly the myth that

Canadian investments abroad erode domestic job numbers.

For more facts and figures please consult the [Foreign Footprints](#) complete report.

**(September 2016)**

**Source: Export Development Canada (EDC)**



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

### [Colloque Gestion 2016](#)

**Drummondville, Québec – November 23, 2016**

Don't miss the Colloque Gestion 2016, "*Composons avec notre environnement d'affaires*" which will help you in the administration of your business. The topics are intended to increase the daily performance of your organization: return on investment of your management tools, technological tools to assist in the organization of work, and many others. For more information Ctrl+click on the event title.

### [Salon de l'agriculture de St-Hyacinthe](#)

**NEW**

**St-Hyacinthe, Québec – January 17 – 19, 2017**

This event (31<sup>th</sup> edition in 2017) brings together more than 300 exhibitors specialized in agricultural supplies, agriculture and agri-food services as well as agricultural machinery. The "Salon de l'agriculture" is a non-profit organization whose mission is to have a platform where producers meet suppliers and be the crossroads of effectiveness and innovation. For further information, Ctrl+click on the event title.

### [Expo manger santé et vivre vert 2017](#)

**NEW**

**Quebec, Quebec – March 18 – 19, 2017**

**Montreal, Québec – March 24 – 26, 2017**

The Expo will visit Quebec first in 2017. The Expo Manger Santé et Vivre Vert's mission is to increase awareness on the importance and impacts of quality foods and lifestyles concerning health and environment. The Expo Manger Santé et Vivre Vert gathers all sectors of the natural food industry, ecological and therapeutic approaches. A unique Quebec event, packed with high-quality partners, exhibitors and visitors, all perfectly aware of the urgent need for better eating and better living. For further information, Ctrl+click on the event title.

## Canada Events

### [Gourmet Food & Wine Expo](#)

**NEW**

**Toronto, Ontario – November 17 – 20, 2016**

The 22 annual Gourmet Food & Wine Expo will welcome close to 50,000 visitors from around the globe. This year's Expo will celebrate 21 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 Ctrl+click on the event title.

### [Ag-Days 2017](#)

**NEW**

**Brandon, Manitoba – January 17 – 19, 2017**

The Manitoba Ag-Days show is an exposition of agricultural production expertise, technology, and equipment that attracts exhibitors and visitors from across Canada and North Central United States. For further information, please Ctrl+click on the event title.

### [36 Annual Guelph Organic Conference & Expo](#)

**NEW**

**Guelph, Ontario – January 27 – 29, 2017**

The 2017 event includes international speakers, seminars & intro workshops on key topics including: permaculture, organic production/certification, organic livestock & pasture issues, pollination & urban bees themes plus many, many other workshops which will help both producer and consumer. The workshops offer something for everyone. This is your opportunity to sample and purchase a wealth of organic, fair trade products. For further information, Ctrl+click on the event title.

### [Restaurants Canada Show](#)

**NEW**

**Toronto, Ontario – February 26 -28, 2017**

Well known as The Canadian Restaurant and Foodservices Association (CRFA), Restaurants Canada Show is Canada's largest annual showcase for suppliers of food and beverage products to the food service and hospitality industry. Canada marks a major milestone in 2017 – its 150th birthday! Restaurants Canada will be celebrating 150 years of foodservice, innovation, leadership and culinary excellence. We'll be shining the spotlight on the icons, the influencers, our provinces and territories, multicultural cuisines, the companies and brands that have or will play a role shaping our industry in Canada. For further information, Ctrl+click on the event title.

### [Toronto Food & Drink Market](#)

**NEW**

**Toronto, Ontario – March 31 – April 2, 2017**

Eat. Drink. Learn. Shop. Let your taste buds lead the way as you sip, savour and sample your way through the Toronto Food + Drink Market where it is all about eating, drinking, shopping and learning! From wine and beer samples and restaurant delicacies all the way to grocery store products, you won't walk away unsatisfied! For more information, Ctrl+click on the event title.

### 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

### [Sial Middle East 2016](#)

**Abu Dhabi, (UAE) – December 5 - 7, 2016**

With yet another successful event in 2015, 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 2015 attracted more than 16000 attendees over 3 days to meet more than 900 exhibitors, and 27 national pavilions. For more information, Ctrl+click on the event title.

### [The New York Produce Show Conference](#)

NEW

**New York, New York, United-States – December 5 – 8, 2016**

The three-day event includes networking opportunities, a trade show of over 400 companies, educational micro-sessions and tours of the region's vibrant industry, including the local retailers, wholesalers, foodservice distributors and urban farms and unique eateries. . For further information, Ctrl+click on the event title.

### [Winter Fancy Food Show \(WFFS\)](#)

NEW

**San Francisco, (CA), (USA) –January 22 - 24, 2017**

The WFFS, one of the most important annual exhibitions, attracts up to 33,000 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, Ctrl+click on the event title.

### [Natural Product Expo West 2017](#)

NEW

**Anaheim, California, United-States – March 8 – 12, 2017**

Natural Products Expo is where 60,000 members from the Natural Products community meet. With over 3,000 exhibitors, the Natural Products Expo West is a combination of thousands of products, informative educators and endless networking opportunities. For further information, Ctrl+click on the event title.

### [AAHAR 2017 - Aahar International](#)

NEW

#### **Food & Hospitality Fair**

**New Delhi, India –March 7 - 11, 2017**

Aahar will allow Canadian companies to network with industry leaders' and promote their products to business visitors from key sectors. These leaders are active in India's dynamic and rapidly growing Agri-Food market. For further information Ctrl+click on the event title.

### [Seafood Expo North America](#)

NEW

#### **& Seafood Processing North America**

**Boston, Massachusetts (USA) – March 19 – 21, 2017**

*Formerly known as the International Boston Seafood Show/Seafood Processing America*, this show is the largest seafood trade event in North America. The event attracts over 20,000 buyers and suppliers of fresh, frozen, packaged and value-added seafood products, equipment, and services. Attendees travel from more than 100 countries to do business at the exposition. No other event in North America provides seafood professionals with direct access to qualified buyers and suppliers representing all areas of the seafood industry. For further information Ctrl+click on the event title.

### [New England Food Show](#)

NEW

**Boston, Massachusetts (USA) – February 26 – 28, 2017**

The New England Food Show is the region's largest event focused on the retail and foodservice market - with more than 14,000 buyers and industry professionals in attendance each year. This trade show is a must-attend for buyers who are looking for the next product or service that will help them grow their business. For further information Ctrl+click on the event title.

## Trade Fairs with Canadian pavilion

### [Gulfood 2017](#)

NEW

**Dubai, United Arab Emirates – February 26– March 2, 2017**

Gulfood is one of the world's largest annual food and hospitality fairs, providing a trade and sourcing platform for exporters seeking new sales from the Middle East, Africa and South Asia. Gulfood attracts 80,000 trade visitors from over 170 countries/regions and will feature 5,000 exhibitors and 120 international pavilions. For further information, Ctrl+click on the event title or on the [Canadian pavilion](#)

### [Foodex Japan 2017](#)

NEW

**Tokyo, Japan – March 7 – 10, 2017**

Held in March every year, FOODEX Japan is the largest food and beverage tradeshow in Asia-Pacific. The number of exhibiting companies is 3,197 from 78 countries with 76,550 buyers and sellers from around the globe. The show featured several sectors representing the entire food industry spectrum. For further information, please Ctrl+click on the event title or on the [Canadian pavilion](#)



# Activities / Announcements / Missions

● **Canada-European Union Comprehensive Economic and Trade Agreement (CETA) - A progressive trade agreement for a strong middle class**

The Canada-European Union Comprehensive Economic and Trade Agreement (CETA) will create jobs, strengthen economic relations and boost Canada's trade with the world's second-largest market. CETA is a progressive free trade agreement which covers virtually all sectors and aspects of Canada-EU trade in order to eliminate or reduce barriers. Visit the [Global affairs Canada](#) web site for more useful information about this free trade agreement.

● **Minister MacAulay Leads Largest-Ever Agricultural Delegation to China (November 2016)**

The Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food, completed the first portion of his ten-day mission to China. Over 100 Canadian industry representatives from across Canada travelled with the Minister to Qingdao and Beijing. Building on Prime Minister Trudeau's visit in September, this mission showcases Canada's agriculture, agri-food, fish and seafood. The mission also highlights the importance of bilateral trade between Canada and China and will create new opportunities to help grow Canada's economy and middle class. Read the complete [news release](#) and useful additional links.

● **Share Your Experiences and Ideas for the Next Agricultural Policy Framework (until November 30, 2016)**

Federal, provincial and territorial governments are currently working together to develop the next agricultural policy framework to launch April 1, 2018. We are currently looking for feedback on the [Calgary Statement](#). Released by federal, provincial and territorial ministers of agriculture on July 22, 2016, the statement outlines the key priority areas that will guide the development of the next agricultural policy framework.

Find out how you can [share your experiences and ideas for the next agricultural policy framework](#).

Comments received during in-person and online consultations during Phase 1 are summarized in a [What We Heard Report](#).

## 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**

- Ventes au détail de produits alimentaires dans les grands magasins au Québec en 2015
- Exporting to Hong Kong
- Health and Wellness Series (4 reports)
- Foreign investment driving jobs and growth at home: New study by EDC
- Sector Trend Analysis - Snack Foods in the USA
- Agriculture and Agri-Food Profile - Hong Kong and Macao
- Agri-Food News from Europe

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### Quebec Regional Office Program, Marketing and Trade Officers

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[ATSBulletinSEA-PQ@AGR.GC.CA](mailto:ATSBulletinSEA-PQ@AGR.GC.CA)

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### DID YOU KNOW?

While total farms in Canada declined by 17% since 2001, organic farms grew by 66.5%.

