



ATS Bulletin | Bulletin SEA

AGRI-FOOD TRADE SERVICE | SERVICE D'EXPORTATION AGROALIMENTAIRE

Inside This Issue

REGIONAL FOCUS: EUROPE, MIDDLE EAST, AND AFRICA

Dairy Products - Western Europe

Western Europe is home to approximately 500 million inhabitants. Consumers of milk and dairy products across regions exhibit widely varying preferences for taste, convenience, nutrition, wholesomeness, and packaging.

Announcing:

The Regulatory Readiness decision model

This flow chart synthesizes a complex array of regulations and guidance into six key questions to consider prior to launching a new food product. To view the flow chart [click here](#).

AgrilInnovation Program

The Enabling Commercialization and Adoption Stream of the AgrilInnovation Program provides repayable contributions to approved projects. For more information [click here](#).

See our **Announcements** section for more details about these items.

Trade Reports

Trade Reports are available to Canada Brand members only. To register, please visit the [Canada Brand site](#).

Dairy Products - Western Europe

Western Europe is home to approximately 500 million inhabitants which includes a slightly increasing population, with a growing number of aging residents. Consumers of milk and dairy products across European regions exhibit widely varying preferences for taste, convenience, nutrition, wholesomeness, and packaging.

Mass media promotions and new forms of retail channels are also driving growth in countries where dairy products are marketed to Europe's aging population and typically affluent senior demographic who form an attractive target market for functional dairy food and drink.

Major differences in consumption patterns for dairy products can exist even within a country or region for a variety of reasons, including ethnic and cultural factors.

This is particularly true in Europe where, for example, Finland has a noticeably higher proportion of per capita liquid milk consumption to per capita cheese consumption. France and Greece have a higher per capita consumption of soft-type cheeses.

Europe's aging population forms an attractive target market for functional dairy food and drink.

Although higher incomes generally lead to higher overall consumption of dairy products, the same cannot be said of consumption of individual products. For example, in several high-income countries, consumption of cheese is increasing, but consumption of fluid milk is decreasing.

Unlike markets for dry milk powders or butter, the European market for yogurt is highly fragmented by country or region to meet specific consumer tastes or nutritional attributes.

Competitive Trade Analysis - Spain

Spain is the eleventh largest importer of agri-food and seafood products in the world, and is highly reliant on imports to sustain and satisfy domestic demand. However, Spain sources a diverse range of agri-food and seafood products from international suppliers.

Key import commodities include fish and crustaceans (14.9% of total imports), cereals (7.8%), and oilseeds (7.2%). The top three supplying countries of overall agri-food and seafood imports are France, Germany, and the Netherlands. The first non-EU supplier country was the United States (US); Canada ranked twenty-third among the supplying countries to Spain, registering a 52.6% increase in 2014 over 2013.

Canada has a large supply gap with Spain. Spain had over 190 supplier countries of agri-food and seafood products in 2014, but the top four partner

countries represented over 37% of the market, signalling a concentrated environment. However, the recent Canada-European Union Comprehensive Economic and Trade Agreement (CETA) will offer opportunity for Canada to further supply to ever-growing demand of the Spanish market.

Fish and crustaceans represented Spain's top-grossing import commodity in 2014, with a value of C\$6.4 billion, or 14.9% of overall agri-food and seafood imports.

Across the 2010 to 2014 period, fish and crustaceans was a constant performer in terms of value sales growth, with a compound annual growth rate (CAGR) of 2.4%. Oilseeds and coffee, tea and spices were the strongest growing commodities over the period, with CAGRs of 10.6 and 10.9% respectively.



Events

For more information about an event or announcement, click on the title.

B.C. Events

CIFST National Conference 2016

NEW

February 22–23, 2016

Burnaby, B.C. – Delta Burnaby Hotel and Conference Center

The Canadian Institute of Food Science and Technology National Conference aims to promote information exchange, education and training for food science professionals from industry, research and government. Attendees will learn about current food science research and use the opportunity to foster professional development and innovation within the Canadian industry. Please contact caburrell@cifst.ca for more information.

COABC Conference 2016

Vernon, B.C. – Prestige Hotel

February 26–28, 2016

The Certified Organic Associations of B.C. Conference provides educational and networking opportunities for those keen to learn more about the world of organic farming. This year's theme is resilience to climate change, with sessions on water harvesting and restorative agriculture. There will also be sessions on the certification process, seed saving, pest management, stories from trailblazers in the organic community, and much more.

Seminars: Introduction to E-Commerce & International E-Commerce with a Focus on China

NEW

Vancouver, B.C. – Sheraton Wall Center

March 1, 2016 (8 am – 12 pm) & (12:30 pm – 4:30 pm)

The B.C. Ministry of Agriculture is offering two e-commerce seminars for B.C. agrifood and seafood companies. The morning seminar will provide current information about the e-grocery marketplace, implications of e-commerce, and how to get started or update your current e-commerce program. The afternoon seminar will target experienced B.C. exporters interested in pursuing or updating information about the international e-grocery marketplace in China.

Grocery & Specialty Food West

Vancouver, B.C. – Pan Pacific Hotel

April 4-5, 2016

Grocery and Specialty Food West is the only grocery and specialty food show in Western Canada. Categories include fresh and frozen foods, snacks, beverages, ethnic specialties, and gourmet. Key Western Canadian retailers will be in attendance, as well as local and international retailers and decision-makers.

Canada Events

SIAL Canada

Montreal, QC – Montreal Convention Center

April 13-15, 2016

SIAL Canada, an international food and beverage trade show, caters to North American food-industry professionals. Attend to stay abreast of the agri-food industry, display your products, and build bonds with international food industry professionals.

Bakery Showcase Trade Show & Conference

NEW

May 1-3

Toronto, ON – The International Center

This is Canada's largest and only baking specific event in 2016 that includes a trade show, educational seminars and workshops and evening social programs. Join almost 5,000 industry professionals including bakers (retail, wholesale, commercial, in store), grocery and foodservice outlets. Please contact amutaher@baking.ca for more information.

International Events

Food and Hotel Asia

Singapore – Singapore Expo Center

April 12–15, 2016

This trade show is expected to attract an estimated 48,000 trade visitors from over 90 countries/regions in retail, hospitality and food sectors. Exhibit in the Canada Pavilion at *FHA* and give your business the opportunity to interact with new and established contacts in one of the world's most dynamic markets. Please contact David.Watters@agr.gc.ca for more information.

Seoul International Wine & Spirits Expo

Seoul, Korea – Coex Hall C

April 21-23, 2016

The year 2016 will mark the 14th annual show of SIWSE as the only alcoholic beverage show in Korea. Last year there were 6,093 buyers from 17 different major countries. To reflect current trends, this year the show has diversified into exhibiting more beer and white spirits as well as wine. To be a part of the Canada Pavilion contact ok-jin.cho@international.gc.ca.

Seafood Expo Global

Brussels, Belgium – Brussels Expo Center

April 21-23, 2016

Seafood Expo Global is the largest annual fish and seafood trade event in the world. Promote and sell your seafood products to leading buyers from around the world. Last year, the event provided industry with the opportunity to showcase their products to 25,800 buyers from more than 150 countries. To be a part of the Canada Pavilion [click here](#).

National Restaurant Association Show

NEW

Chicago, US – McCormick Place

May 21-24, 2016

The hospitality industry is all about face-to-face interaction. At the National Restaurant Association Show there will be more than 42,000 buyers to do business with and learn from. Whether you are a chain, independent, a retailer or non-commercial operator, this annual show will have something to interest you.

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



Announcements

Regulatory Readiness decision model

A revised version of the regulatory decision model, now called “Regulatory Readiness: A Decision Model for Canadian Food Products” has been published. It replaces the 2011 tool (Canadian Food Health Claim Roadmap). The flow chart helps industry navigate the regulatory environment for Canadian food products and takes advantage of market opportunities. It synthesizes a complex array of regulations and guidance into six key questions to consider prior to launching a new food product. To view the flow chart [click here](#).

Agriculture and Agri-Food Canada’s AgrInnovation Program

The Enabling Commercialization and Adoption Stream of the AgrInnovation Program provides repayable contributions to approved industry-led pre-commercial demonstration, commercial or adoption projects and has an open system where applications can be submitted for review at any point until available support to accepted projects has been fully allocated. For more information [click here](#).

Western Livestock Producers Recieve Tax Relief for 2015

Livestock tax deferral allows producers in prescribed drought regions who are facing feed shortages to defer a portion of their 2015 sale proceeds of breeding livestock until the next year. For more informaiton [click here](#).

Order Form

If you wish to receive any of the trade documents featured in this issue, would like to register another member for the ATS Bulletin, or would like to unregister from the ATS Bulletin, please follow the appropriate email link or make general queries using the information provided below.

Please include in the email your name, company, address, and phone number, as well as the details of your request.

[Click on the appropriate link to send an email regarding these topics:](#)

To receive a trade report from this issue:
atsbc@agr.gc.ca - [trade report](#)

To register for the ATS Bulletin:
atsbc@agr.gc.ca - [register](#)

To unregister from the ATS Bulletin:
atsbc@agr.gc.ca - [unregister](#)

Northwestern Departmental Regional Office (B.C.)

Program, Marketing and Trade Officers

Tracey Innes

Senior Program Officer
604-292-5874

tracey.innes@agr.gc.ca

- Growing Forward 2: Biosecurity, Traceability and Food Safety
- Poultry Biosecurity
- Livestock
- Organic

Faye Wu

Senior Marketing & Trade Officer
604-292-5867

faye.wu@agr.gc.ca

- AAFC AgriMarketing Program
- Food Processing
- Market Access
- Seafood
- China, Hong Kong and Taiwan

Jeff Lang

Senior Marketing & Trade Officer
604-292-5866

jeffrey.lang@agr.gc.ca

- Aboriginal
- Small Fruits
- Market Access
- Wine, Craft Brewing and Distilling
- Korea

Emily MacKenzie

Marketing & Trade Officer
604-292-5861

emily.mackenzie@agr.gc.ca

- Greenhouse and Vegetables
- Emergency Management
- European Union
- United States

Philip Bergen

Senior Program Officer
604-292-5873

philip.bergen@agr.gc.ca

- Growing Forward 2: Environment and Business Development
- Investment Agriculture Foundation Liaison
- Bees and Honey
- Tree Fruits

Janine Gyug

Senior Program Officer
604-292-5882

janine.gyug@agr.gc.ca

- AAFC AgrInnovation Program
- Growing Forward 2: Innovation
- Bioproducts
- Nursery and Flowers

Sharan Evani

Senior Marketing & Trade Officer
604-292-5857

sharan.evani@agr.gc.ca

- Growing Forward 2: Market Development
- Supply Managed Sectors
- Natural Health Products and Functional Foods
- Trade Agreements (CETA/TTP)
- Japan



DID YOU KNOW?

Of Western Europe, **France consumes the most cheese and butter** (measured in kilograms) and **Ireland consumes the most milk** (measured in litres).