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BUILDING CANADA'S FOOD AND AGRICULTURE BRAND IN THE WORLD

Canada's agriculture and food industry feeds the world safe, healthy food that is well-respected by international trading partners. Canada is the world's fourth-largest exporter in the agriculture and seafood trade, and is internationally recognized for high-quality products.

Newfoundland and Labrador's Contribution

Newfoundland and Labrador is Canada's third leading exporter of fish and seafood products. Newfoundland's maritime climate in the fresh Atlantic air produces variable weather and ample precipitation, but the rocky landscape limits agriculture. Labrador's climate differs because it is further north and the interior does not experience the ocean's moderating effects.

Seafood

From the late 16th century to 1992, the seafood sector was dependant on cod. Now, the shellfish industry dominates. Coldwater shrimp and snow crab account for 80 per cent of seafood exports valued at \$802-million, which places Newfoundland as Canada's third-leading exporter of fish and seafood products in 2008.

Northern pink shrimp are much smaller than their tropical cousins, averaging 5-10 cm in length. Coldwater shrimp have a sweet, delicate taste generally considered more flavourful than warm water varieties.

There was a time when queen crab was considered an annoyance. But a renaming to snow crab and an effective marketing campaign has turned this crustacean into a popular delicacy.

The remaining exports are made up of farm-raised Atlantic salmon, herring, mackerel, cod, flounder and other species.

Agriculture

The rock-ribbed geography of the province limits agriculture to an area south of St. John's, particularly the Codroy Valley. Root crops (potatoes, carrots and turnips) are grown primarily for local consumption.

In the wild, blueberries, partridge berries and bakeapples are commercially harvested for jellies, jams and wine. The nutrient-rich berries grow naturally in unspoiled areas free of pollution. Some products are exported on a small scale.

Did you know?

Screech, the Jamaican rum introduced to the island in the 18th century by seagoing traders, has been synonymous with Newfoundland and Labrador for many years. Now, another beverage is challenging the time-honoured potable: vodka. This alcohol is distilled with pristine water that fell as Arctic snow more than 10,000 years ago during the last ice age. The water is drawn from icebergs harvested from the Labrador Current along the west side of the province in a stretch called 'Iceberg Alley.' The mineral and pollutant free water gives the vodka a fresh, pure taste enjoyed by a growing number of buyers outside Canada.

