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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.

### New Brunswick's Contribution

The continental climate in the northern half and the maritime climate in the south of the province make it well suited for agriculture. New Brunswick's agriculture and food products are primarily sold in the United States. Other markets include Japan, Brazil and the United Kingdom.

#### Agri-Food

Potatoes represent 47 per cent of the value of New Brunswick's agri-food exports of \$69-million annually. The humble potato offers more than to be baked, fried or boiled. Manufacturers are using potato starch to increase the shelf-life and stability of products. Other uses include the maltodextrins used in energy drinks and beverages for people who are lactose intolerant.

Beer stands as the second highest export on New Brunswick's export charts at 16 per cent. The demand for new products, especially those produced by micro-breweries, seems to be increasing in the U.S. and in global markets.

#### Seafood

New Brunswick seafood exports are valued at \$756-million. Lobster, Atlantic salmon and snow crab are the province's top seafood exports. On average, mature Bay of Fundy lobsters are reputed to be the largest in the world. Salmon aquaculture on the East Coast began in New Brunswick's Bay of Fundy where the high tides, pristine waters and protected sites make for almost perfect conditions. The snow crab could be called the Cinderella crab. A well-designed marketing campaign turned the once lowly and disrespected queen crab into the popular delicacy now referred to as snow crab.

#### Did you know?

Fiddleheads abound along riverbanks from which First Nations peoples harvested them for centuries. What remains a pleasant spring pastime for many New Brunswickers has also become a commercial venture producing frozen, canned and fresh fiddleheads which are marketed in Canada and exported to the United States. Nutritionally, they are akin to asparagus as a source of vitamins A and C, niacin and riboflavin.





