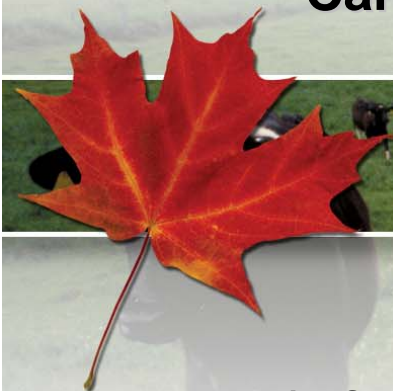




Canadian Dairy Trade Bulletin: 2007



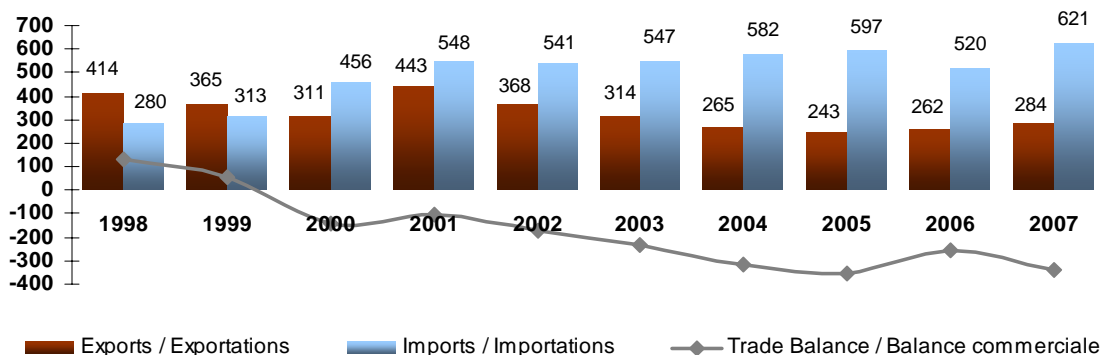
Executive Summary

In 2007, the Canadian dairy trade deficit increased by 31% to reach \$337 million. Dairy imports increased by 9% to 213,290 tonnes for a total value of \$621.4 million in 2007. Imports of top dairy products included cheese (25,527 tonnes) and casein products (13,442 tonnes), representing a total value of 37% and 18%, respectively. Exports decreased by 10% to 109,497 tonnes with a total value of \$284.4 million over last year. The main exports included cheese (9,418 tonnes), skim milk powder (14,013 tonnes) and ice cream (12,267 tonnes) respectively representing 22%, 18% and 17% of the export share. Imports under Import for Re-Export Program (IREP) accounted for 29% of total imports in 2007. International dairy prices increased sharply in 2007 due to strong demand, drought in Australia and changing patterns of consumption in the U.S. and EU.

1.0 Canadian Dairy Trade Balance

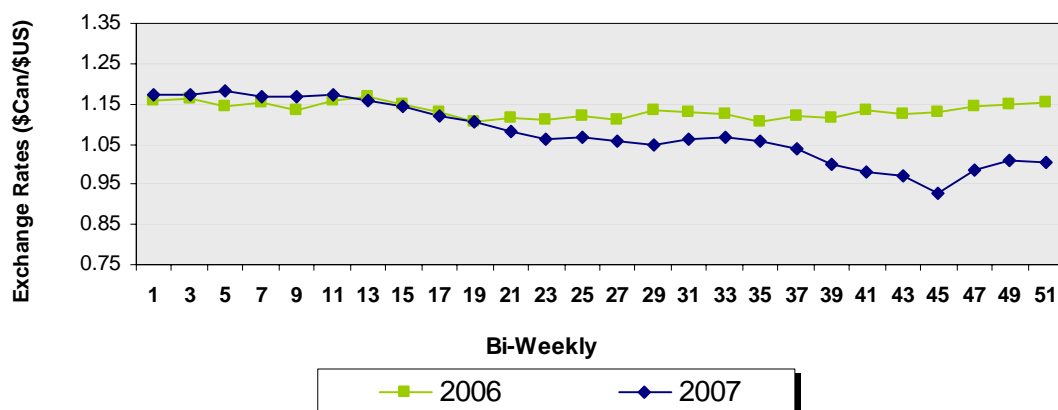
The Canadian dairy trade deficit was \$337 million in 2007 which represents an increase of \$79 million or 31% in trade deficit over the previous year. The ongoing deficit position is due in part to the appreciation of the Canadian dollar (Figure 2) combined with the dairy industry price structure, which is designed to mainly serve the domestic market. Moreover, the continuing increase in the use of the Import for Re-Export Program (IREP) has been a key driver of strong import numbers. However, dairy products imported under IREP are totally exported in form of further processed food products and also other dairy products. As per figure 1, the Canadian dairy trade balance has been negative since 1999.

Figure 1: Canadian Dairy Trade Balance – Millions of Dollars, 1998-2007



Source: Statistics Canada, March 2008

Figure 2: \$Can/\$US Exchange Rates - 2006 to 2007 (Bi-Weekly)



Source: Bank of Canada rates at closing.

International dairy prices remained strong in 2007 over the previous year. Western Europe yearly average free on board (f.o.b.) prices for butter, whole milk powder, skim milk powder and whey powder increased on average 94%, 86%, 65% and 54% respectively over 2006 due to strong demand in the international dairy market. Recent surge in the world dairy prices occurred due to drought in Australia, strong domestic consumption in the United States and the EU, limited production growth and therefore a decline in exports by EU 25 members (as per the supply quotas of the Common Agricultural Policy).

Despite a strong Canadian dollar vis-à-vis the U.S. currency, there was an increase in the value of exports to the U.S. in 2007. However, the volume of imports (51%) from the U.S. was higher than the value of exports (11%). This follows a 5% decline in the value of the U.S. dollar relative to the Canadian dollar in 2007. As shown in Table 1, Canada's dairy trade balance in 2007 with Mexico, Uruguay, Argentina and New Zealand has improved by 86%, 59%, 22% and 2%, respectively over 2006. Over the same period, it worsened with the U.S., EU 25 and Switzerland by 181%, 13% and 6% respectively.

Table 1: Canada's Dairy Trade Balance with Select Countries – Million of Canadian Dollars

	2006	2007	% Change
Mexico	-3.7	+6.9	+86
Uruguay	-9.7	-4.0	+59
Argentina	-8.1	-6.3	+22
United States	-29.7	-83.7	-181
New Zealand	-114.6	-112.2	+2
EU 25	-169.9	-192.7	-13
Switzerland	-17.2	-21.1	-6

Source: Statistics Canada, April 2008

The trade balance deteriorated with the EU 25 in 2007 mainly due to increased imports (such as cheese and casein products) from Italy, Germany, Ireland, United Kingdom and Cyprus. It improved with Mexico, Uruguay, Argentina and New Zealand due to significant decrease in imports over the last year. The increasing imports have had a detrimental impact on the trade balance in 2007 which have been affected by the increased use of IREP. The volume of dairy products imported under IREP such as whole milk powder, fluid milk, cream, butter, fats and oil, cheese and others increased to 63,243 tonnes representing an 8% increase over 2006. In 2007, IREP accounted for approximately 29% of total dairy imports.

2.0 Canadian Dairy Exports

In 2007, Canadian exports of dairy products decreased to 109,497 tonnes for a total value of \$284.4 million. This represents a 10% decrease in volume and 8% in value over 2006 due to significant decline in exports to South Korea (\$9 million) and the Netherlands (\$7 million). As seen in Table 2, the U.S. remained the primary destination for Canadian dairy products accounting for 38% of the total value of shipments in 2007.

Table 2: Top Export Destinations for Canadian Dairy Products in 2007

Country	Main Exports	Total Volume (tonnes)	Total Value ('000 \$)
United States	Specialty cheese, Dairy spreads, Ice cream	51,481	\$108,463
United Kingdom	Cheddar cheese	5,164	\$30,381
South Arabia	Ice cream	3,442	\$14,087
Kuwait	Ice cream	3,356	\$13,538

Source: Statistics Canada, April 2008

Other major destinations in 2007 were the U.K. (10%), Saudi Arabia (5%) and Kuwait (4%). Canada's largest exported dairy product by value in 2007 was dairy based ice cream which made up 17% of the total value of exports. The top three destinations were Kuwait, Saudi Arabia and the United States. The U.S. is also a large importer of dairy spreads.

The EU 25 (mainly the U.K) is a significant importer of Canadian cheddar cheese. Canada benefits from special market access for 4,000 tonnes of aged cheddar cheese on the U.K. market. Canada also has special access to the U.S. market for unpasteurized aged cheddar (833 tonnes), swiss and emmentaler cheeses (70 tonnes), and non-specified cheeses (1,141, tonnes), all unfulfilled in 2007.

2.1 Main Exports

The main products exported in 2007 in monetary terms were cheese which accounted for (22%) of total exports, skim milk powder (18%), ice cream (17%), whey (12%) and PCNMC (12%).

2.1.1 Cheese

Exports of cheese reached 9,418 tonnes in 2007 with a total value of \$63.1 million. This represents a 3% decrease over the previous year. The largest component of the exported cheese basket was cheddar¹ which accounted for approximately 58% of the total. Specialty cheese follows at 33%. The balance is made up of fresh (8%) and processed cheese (0.6%).

a) Cheddar Cheese

Cheddar cheese exports slightly increased to 4,822 tonnes for a total value of \$36.7 million over 2006. The U.K. remains the largest market for Canadian cheddar. The United Kingdom accounted for 78% of the total volume of cheddar exports generating \$29 million in receipts in 2007. Smaller quantities of cheddar were also sent to the U.S. (1,014 tonnes), and the Bahamas (19 tonnes).

b) Other Cheese

Specialty cheese exports fell by 9% compared to the previous year reaching \$20.9 million in 2007. In volume this constituted 3,156 tonnes, a decrease of 14% from 2006. The decline is mainly due to a drop in exports to Kuwait and Cuba in 2007. The U.S. remained the primary destination for Canadian specialty cheese (\$16 million), followed by Saudi Arabia (\$4.1 million). In 2007, exports of fresh cheese totaled \$5.0 million (an increase of 8%) and were sent primarily

¹Including grated or powdered cheddar and cheddar type cheese. Cheddar type cheeses include brick, colby, monterey jack and farmers.

to the United States. Exports of processed cheese were limited to \$0.4 million and were exported mainly to the Caribbean, France and Jamaica.

2.1.2 Skim Milk Powder

The exports of skim milk powder reached 14,013 tonnes with a total value of \$52.7 million, up 70% in 2007 over the last year. Main destination was Mexico with 16% of total exports in 2007 followed by Cuba (15%).

2.1.3 Ice Cream²

Exports of ice cream in 2007 reached 12,267 tonnes for a total value of \$48.7 million representing an increase of 6% in volume over 2006. The increase is due to a significant increase in the volumes exported to Kuwait, Saudi Arabia and the United Arab Emirates. Since 2005, Kuwait is the primary export market for ice cream with a total value of \$11.3 million in 2007.

In Saudi Arabia, the ice cream market is experiencing steady growth due to the warm climate and increases in the per capita income of many Saudis. Sales of ice cream expanded by 6% in 2007 driven by strong demand for quality products from multinational companies which tend to sell higher priced brands than those that are locally owned. The fastest growing segment of the industry continues to be multi-pack dairy and artisanal ice cream with the ongoing expansion of specialty ice cream shops throughout the country.³

2.1.4 Products Consisting of Natural Milk Constituents (PCNMC)

The top destinations for PCNMC such as milk protein concentrates and blended dairy powders in 2007 were the U.S. and South Korea. These two countries combined accounted for 99% of total product exports by volume. Total exports of PCNMC rose by 19% in value terms to \$34.4 million for a total volume of 25.8 tones.

2.1.5 Whole Milk Powder

Exports of whole milk powder climbed to 859 tonnes and \$4,389 million representing an increase of 455% in volume and 877% in value over 2006. Top destination is Egypt (70%). Exports to Philippines started in 2007 and represented 13% of the total exports.

2.2 Exports on the Rise

The products which experienced the largest percentage increases in dollar terms in 2007 started from a small base included: sweetened whole milk powder (WMP) (1,915%), casein (8,897%) and blue-veined cheese (715.7%). The increase in exports of sweetened WMP was due to strong demand from Egypt and the United Kingdom. The top destination for blue-veined cheese was Trinidad-Tobago and for whey and modified whey (other than powder) mainly China, South Korea, the Philippines, Egypt and Taiwan. These three products combined accounted for just 0.4% of total exports. Exports of Lactose and lactose syrup, nes climbed to 21 tonnes and \$8,050 in value as compared to \$0 in 2006. The main destinations were Italy and U.S.

2.3 Exports on the Decline

In 2007, the products experiencing the largest decline in exports by value were butter and fats and oils derived from milk and evaporated milk. Butter exports decreased by 74% in volume to 1,156 tonnes and 85% in value to \$1.1 million over the previous year due to reduced demand from U.S. and Morocco. Exports to U.S. decreased by 34% in 2007. Other destinations were Germany (14%) and Bahamas (8%).

Exports of evaporated milk fell to 1,189 tonnes and \$1.1 million in 2007, representing a drop of 49% in volume and 73% in value over 2006. This was mainly due to a lower demand from the main destination, Trinidad-Tobago followed by Bahamas. Exports from Trinidad-Tobago and Bahamas fell by 85% and 47% respectively in 2007.

² Ice cream excludes non-dairy edible ice products.

³ Euromonitor, *Ice Cream - Saudi Arabia*, November 8, 2007

3.0 Canadian Dairy Imports

In 2007, Canadian dairy imports reached 213,290 tonnes for a total value of \$621.4 million. This represents a 9% increase in quantity over the previous year. The largest suppliers in value terms were the European Union (37%), United States (31%) and the New Zealand (21%). It should be noted that both New Zealand and the European Union have a TRQ country allocation; New Zealand for buttermilk powder (908 tonnes) and butter (2000 tonnes) and the European Union for cheese (66% of the total cheese TRQ which is 20,412 tonnes).

3.1 Main Imports

The top products imported by value in 2007 were cheese (37%), casein products (18%), whole milk powder (10%) followed by butter and fats and oils which accounted for 6% of the total value of imports.

3.1.1 Cheese

Cheese imports to Canada are limited to a tariff rate quota (TRQ) of 20,412 tonnes. Any imports above that level consist of those entering by way of supplementary import permits, which includes IREP, and over access imports which are subject to a high rate of duty.

In 2007, total imports of cheese increased to 25,527 tonnes for a value of \$231.5 million and consisted primarily of specialty cheese (65% of the total value of cheese imports) and processed cheese (12%). Fresh, grated or powdered, cheddar and blue veined cheeses each made up 3%, 5%, 8% and 5% of the total respectively. The primary supplier was the EU (66% of the TRQ allocation is reserved for imports from the EU countries) followed by the United States. The main cheese suppliers by country to Canada in 2007 and details about their key exports are outlined in Table 3.

Table 3: Major Suppliers of Cheese to Canada by Type in 2007

Country	Primary Cheese Imported	Volume (tonnes)	Value (Millions of \$)
France	1. Gouda and Edam cheese	1,586	\$18.4
	2. Other specialty cheese, nes	1,160	\$12.7
	3. Brie	927	\$8.8
Italy	1. Parmesan	2,507	\$27.8
	2. Romano	553	\$4.6
	3. Other specialty cheese, nes	313	\$3.3
Denmark	1. Blue-veined	589	\$6.7
	2. Havarti	240	\$2.2
	3. Processed cheese, nes	217	\$1.8
United States	1. Processed cheese, nes	1,402	\$6.7
	2. Cheddar and cheddar type	1,344	\$8.9
	3. Other specialty cheese, nes	447	\$5.6

Source: Statistics Canada, April 2008
nes – not elsewhere specified

Imports of specialty cheese rose in 2007 to 21,661 tonnes for a total value of \$206.2 million. The primary suppliers of specialty cheese were France (\$47.1 million), Italy (\$42.3 million) and U.S. (\$29.8 million). France was a large supplier of brie, gouda, edam and other cheeses, nes; Italy was the primary supplier of parmesan and romano cheeses; Denmark primarily exported blue-veined and havarti to Canada.

Imports of processed cheese stood at 3,070 tonnes in 2007 for a total value of \$21.2 million. This represents a decline of 16% in volume and 15% in value over the previous year due to a drop in the quantities imported from the United States and France. Imports from the U.S. decreased by 22% to 1,401 tonnes in 2007 over the previous year, however that country remains the primary

supplier of processed cheese, accounting for 32% of the total value of processed cheese imports. Imports from France accounted for 25% of the total value while declining to 524 tonnes in 2007. Other suppliers included Switzerland (\$2.9 million) and Morocco (\$2.7 million).

Imports of Cheddar cheese increased by 16% to 1,848 tonnes in 2007 over the previous year for a value \$14.1 million. Blue-veined cheese imports declined by 21% to 1,251 tonnes for a value of \$15.3 million. The decrease was due to lower supplies (29% in value and 37% in volume) from Denmark.

3.1.2 Casein Products

Total imports of casein products reached 13,442 tonnes in 2007 for a total value of \$110.7 million representing a 24% increase in value compared to the previous year. The total volume of imports was mainly comprised of caseinates (excluding glues) and other casein derivatives (50%). Casein (not elsewhere specified) accounted for 29% of imports. Casein glues and caseinates for Canadian manufacturing represented 18% of product imports in 2007. Germany was the primary supplier of casein products in 2007 accounting for over 50% of the total value of imports. New Zealand and Ireland were in the second and third place with 23% and 10% respectively.

3.1.3 Whole Milk Powder (WMP)

Imports of WMP increased by 5% in 2007 to 21,489 tonnes representing a total value of \$61.9 million. The primary supplier was New Zealand with 98% of the total value of imports in 2007.

3.2 Imports on the Rise

Certain other products experienced strong percentage growth in 2007. They included buttermilk powder, milk and evaporated and condensed milk. In quantity terms, these three products made up a total of 17,442 tonnes and account for about 8% of total dairy imports.

Imports of buttermilk powder increased to 605 tonnes, representing a 494% increase over 2006. The primary supplier in 2006 was the U.S. However, New Zealand is the main supplier in 2007 which accounts for 92% of total imports. Imports of milk rose to 14,742 tonnes in 2007 for a total value of \$7.4 million which represents 115% increase in volume and 173% increase in value. The increase in milk imports was mainly due to 83% increase in IREP use. The main supplier of milk is the United States at 99%. Imports of evaporated and condensed milk climbed to 2,094 tonnes, representing a 323% increase over 2006 due to large increase in IREP. The main supplier was the U.S.

3.3 Imports Declining

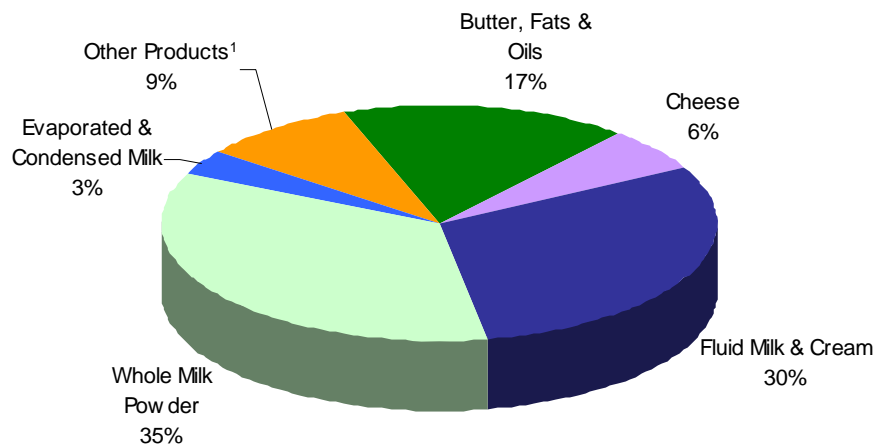
In 2007, the products experiencing the largest declines in percentage terms were liquid buttermilk and skim milk powder. Imports of these decreased 47% and 24% respectively. Imports of buttermilk liquid declined to 103 tonnes in 2007 to reach \$519.3 million due to a decline in the quantity imported from U.S. The primary supplier in 2007 was the United States. Imports of skim milk powder fell to 2,843 tonnes to reach \$11.1 million in 2007. The decline was due to 24% decrease in imports from U.S. and 17% decrease in IREP use.

3.4 Imports for Re-Export (IREP)

Imports of dairy products under IREP stood at 63,243 tonnes in 2007, representing an increase of 8% over the previous year. As illustrated in figure 3, the main products imported under the program were whole milk powder and fluid milk & cream which represented 35% and 30% of the total IREP imports in 2007.

Figure 3: Main Products Imported under IREP, Quantity 2007

Total IREP 63,242,835 kg



1. Other products include liquid and powdered buttermilk, ice cream and ice cream novelties, products consisting of natural milk constituents, skim milk powder, whey powder and yogurt.

Source: Department of Foreign Affairs and International Trade Canada

Imports of products under IREP which saw the largest growth in percentage terms by volume in 2007 were evaporated milk (739%), fluid milk (83%), products consisting of natural milk constituents (17%) and whey powder (13%). Imports of evaporated milk increased to 2,061 tonnes, fluid milk rose to 15,678 tonnes, PCNMC increased to 1,778 tonnes and whey powder increased to 1,199 tonnes.

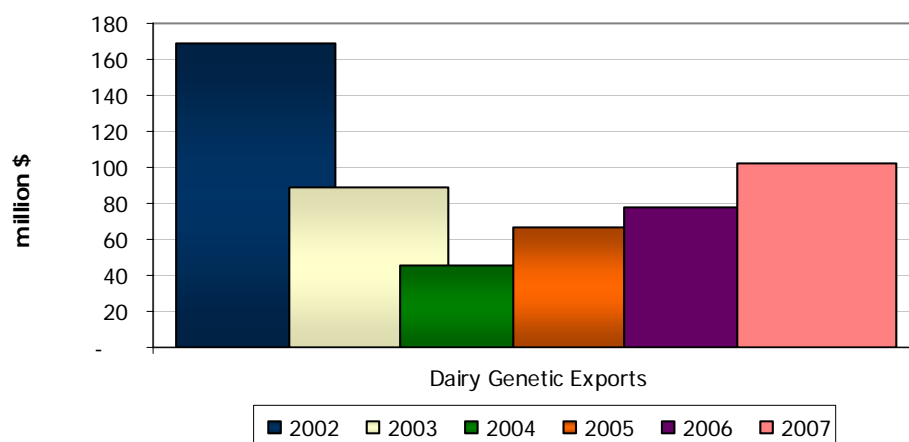
Imports of products under IREP experiencing the largest declines in percentage terms by volume in 2007 were condensed milk and buttermilk powder. Imports of condensed milk fell by 89% to 7.3 tonnes and buttermilk powder declined by 79% to 20.2 tonnes over 2006. Other products which saw smaller import declines were skim milk powder (-17%) and cream (-5%).

4.0 Canadian Dairy Genetic Exports

As countries continue to negotiate the re-opening of their borders to live breeding cattle from Canada, exports of Canadian dairy genetic material will continue the recovery to pre-BSE levels. In 2007, there were shipments of dairy breeding cattle to South Korea, Barbados, Russia, Kazakhstan and the United States.

Canadian dairy genetic exports reached \$102.6 million in 2007, representing an increase of 31% over the previous year. This increase is largely due to breeding cattle being exported, as well as the continued year-over-year growth in semen (6%) and embryo (12%) exports. However, as illustrated in Figure 4, total dairy genetic exports still remain below pre-BSE levels.

Figure 4: Exports of Canadian Dairy Genetic Material, 2002 to 2007 (C\$ millions)



Source: Statistics Canada, February 2008

Semen exports generated the most revenue at \$73.1 million and accounted for 71% of total genetics exports in 2007. Exports of embryos generated \$9.0 million in 2007, up \$0.9 million compared to the previous year. 2007 was the first year since 2003 that saw live female pure-bred breeding cattle being exported. The export of dairy breeding cattle generated receipts of \$20.5 million.

The top export destination for semen was the U.S. accounting for 42% of total receipts, followed by the U.K. (7%). The key market in 2007 for embryos was China (17%), followed by Germany which accounted for 12% of embryo exports. Despite the fact that the first shipment didn't occur until November 19th, United States was the top market for live breeding cattle accounting for 41% of exports. The U.S. was followed by Russia and Kazakhstan at 36% and 17%, respectively.

5.0 World Dairy Highlights

5.1 World Trade Organization (WTO) Agriculture Negotiations

- ❑ In mid-July 2007, the Chair of the WTO's agriculture negotiations, Crawford Falconer, released a draft modalities paper to be used as a starting point for further negotiations among WTO Members. The text proposed that Members could designate between 4% to 6% of tariff lines as sensitive products (it is estimated that Canada would need 7% to designate all over-quota supply managed tariff lines). The text was strongly opposed by the Government of Canada as well as the supply management farm groups given its divergence from the position defended by Canada at the WTO, which stipulates no over-quota tariff reductions and no tariff quota (TQ) expansion for sensitive products.
- ❑ Members agreed that all export subsidies of developed countries be eliminated by 2013.
- ❑ A revised edition of Falconer's text on agriculture was released on Feb. 8, 2008 which was similar to the previous version released in July 2007. Discussions on agricultural trade between member countries are ongoing.

5.2 Other Highlights

- ❑ Canada and the European Free Trade Association (EFTA) countries of Iceland, Liechtenstein, Norway and Switzerland signed a free trade agreement (FTA) in January, 2008. The negotiations were launched in 1998 and concluded in June 2007. This agreement

will help creating new market opportunities for Canadian exports by eliminating or reducing tariffs on agricultural products. In June 2007, Canada launched free trade agreement with Colombia and Peru which would improve market access by reducing the trade barriers on agricultural exports.⁴

- ❑ The U.S.-Panama Trade Promotion Agreement (U.S.-Panama TPA) and the U.S.-Korea Free Trade Agreement (KORUS FTA) were signed in 2007, however, still waiting for the congress approval. Also signed in 2007, the United States-Peru Trade Promotion Agreement (PTPA) is required to complete the implementation process before entering into force. The KORUS FTA agreement will provide preferential access to the U.S. exports to Korea and eliminate tariffs and non-tariff measures and other barriers on U.S. agricultural products. Under the U.S.-Panama TPA agreement, Panama implemented an expansive bilateral agreement reached with the United States on regulatory barriers to agricultural trade.⁵
- ❑ The U.S.-Colombia Trade Promotion Agreement was signed in 2006. Upon Congress approval, Columbia will allow duty free access to U.S. exports of agricultural products. TRQs on dairy products include milk powder (5,500 tonnes), various cheeses (2,310 tonnes), yogurt (110 tonnes), butter (550 tonnes), ice cream (330 tonnes) and processed dairy products (1,100 tonnes). All other tariffs would be eliminated immediately once the agreement enters into force.⁶
- ❑ The Cooperatives Working Together (CWT) program in the U.S. is a multi-dimensional, voluntary, producer funded national program developed by the National Milk Producers Federation (NMPF) and funded by the member dairy farmers who invest in the program. According to National Milk Producers Federation (NMPF), CWT has improved farmers' milk prices through its herd retirements and export assistance program since 2003. Due to CWT program, the milk prices increased by 75 cents per hundredweight in 2007. The CWT herd retirement program helped stabilize the milk supply by retiring about 53,000 dairy cows in 2007.⁷

6.0 Outlook and Opportunities

The world market for dairy products is expected to remain strong into the near future with expectations for continuing growth in production particularly in emerging markets such as Asia, Eastern Europe and Latin America. International dairy prices are expected to remain firm in 2008 for most products as compared to 2007. Demand for value-added dairy products (such as flavoured milk) at the international level is influenced by factors related to growth in household incomes and economic conditions. World demand for dairy products is expected to continue to grow due to increased consumption in China, Turkey and Middle Eastern countries such as Saudi Arabia and Kuwait.

The market for dairy ingredients is also continuing to expand for highly concentrated protein products. These are used to produce nutritional products such as protein bars, shakes, geriatric, infant and sports nutrition products. Opportunities for exporters of dairy ingredients are available,

⁴ Foreign Affairs and International Trade Canada, Negotiations and Free Trade Agreements
<http://www.international.gc.ca/trade-agreements-accords-commerciaux/agr-acc/index.aspx?lang=en>

⁵ United States Trade Representative, Bilateral Trade Agreements
http://www.ustr.gov/Trade_Agreements/Bilateral/Section_Index.html

⁶ United States Department of Agriculture, Foreign Agricultural Service, U.S.-Colombia Trade Promotion Agreement
<http://www.fas.usda.gov/info/factsheets/Colombia/Colombiadetailedfinal0308.pdf>

⁷ The Cooperatives Working Together Program, http://www.cwt.coop/impact/impact_index.html

especially for protein based products such as milk and whey protein concentrates and isolates. Research, innovation and new technology in dairy processing have allowed for the production of such proteins which are increasingly in demand for their nutritional boosting properties.

Growing consumer interest in the role of nutrition for health and well-being is a primary driver behind the success of the functional food market in Canada and internationally. With low-fat milk and yogurt already in high demand, growth in the dairy products market is increasingly driven by products with added ingredients offering functional properties to contribute to better health such as vitamins, minerals, Omega-3 fatty acids, plant sterols,⁸ in addition to protein based and organic products. There have been continuous developments in probiotic, omega-3, calcium and vitamin enriched, as well as organic dairy products in Canada in last few years.

Consumer concerns about health and nutrition can be expected to play a key role in defining global opportunities for the Canadian dairy industry. Emerging markets with rising levels of disposable income, increased access to information, and the establishment of product distribution and retail networks, combined with the natural nutritional benefits inherent in dairy products, offer strong potential for Canadian exporters.

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⁸ Euromonitor; *The World Market for Dairy Products*; June 2006
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