



Canada's Agriculture, Food and Beverage INDUSTRY

● Canada's Grain- ● Based Products ● Industry

Canada's grain-based products industry is large and diverse. It includes flour milling, pasta, baking, biscuit and cereal manufacturing sectors that make a wide range of products. This industry is efficient and competitive, thanks to ongoing innovations in wheat varieties and processing technology.

The flour milling industry includes firms that primarily mill wheat and other cereal grains into flour, feed for animals, and other products. Some firms also blend flour into bakery mixes. The industry is closely linked with the baking, biscuit and breakfast cereal manufacturing industries, which collectively use more than 50 per cent of all milled cereal products consumed in Canada.

Canada produces an abundance of durum wheat, which, when milled into semolina flour, is the primary ingredient in pasta. Pasta is easy to prepare, versatile and an excellent value. It is also rich in proteins, high in minerals such as iron, phosphorous and vitamins, and very easily digested. Canada exports durum to many of the world's top pasta producers, such as Italy and Turkey.

The dry pasta industry involves the manufacturing of products often referred to as long goods or short goods depending on their shape. Long goods, often referred to as vermicelli, include spaghetti, capilli, linguini, vermicelli, angel hair and fettuccini. Short goods, often referred to as macaroni, include macaroni, penne, rigatoni, fusilli and ziti. There are also many specialty or novelty shapes such as bow ties, shells, cannelloni, lasagna and wheels. In addition, some pastas now include spinach and other vegetable ingredients.



The biscuit and cracker industry in Canada manufactures plain and fancy biscuits, which include mallows and sandwich-type biscuits, snaps, soda biscuits, packaged cookies, crackers, fruit bars, graham wafers, ice cream cones and sugar wafers.

The bakery industry is made up of wholesale and retail sub-sectors. Wholesale bakers manufacture all types of bread, rolls, pizza dough/crusts, cakes, pies, doughnuts, muffins, pastries (uncooked, refrigerated/frozen), wafers and matzo baking. Retail bakers produce and sell on the premises and cater to the demand for fresh-baked goods such as bread, rolls and pastries.

The prepared flour mix and breakfast cereal industry in Canada has two sectors. The prepared flour mix sector manufactures cookie, cake, doughnut, pancake and pastry mixes. The breakfast cereal sector manufactures cereals, either uncooked or ready-to-eat. Cake and pastry flour is milled from soft, white wheat. All-purpose flour is milled from hard wheat. Blends of these wheats are used extensively in these sectors.





Wheat breeders at Agriculture and Agri-Food Canada are setting their sights on white wheats, a radical departure from the traditional red wheats that have established Canada's reputation as a leading world wheat exporter. White wheats allow millers to extract an additional 3 to 5 per cent more flour without risking the colour contamination that can occur with red wheats.

The Canadian Grain Commission's Grain Research Laboratory is the major centre in Canada for applied and basic research on the quality of a variety of grains. The laboratory also conducts studies on commercial processing of grains, using its pilot-scale malting plant, flour mill and bakery, noodle processor and small-scale pasta press. Scientists are developing new durum wheat varieties with extra gluten strength to fit the needs of the pasta-making world.

All grain-based products, domestic or imported, are subject to the Food and Drugs Act and Regulations, which are enforced by the Canadian Food Inspection Agency.

Additional information

In 2001, there were 28 flour mills operating in Canada, employing 2,000 people. About 80 per cent of milling wheat is exported rather than milled in Canada.

In 1999, there were 29 biscuit manufacturing establishments in Canada, employing 6,911 people. Most of the facilities were located in Ontario and Quebec, near major markets and the supply of soft wheat flour. In 1999, the industry shipped products valued at \$831.5 million, of which, a little more than half (\$425.1 million) is exported.

In 1999, there were 569 wholesale bakery establishments, employing 25,213 people. The industry had shipments valued at more than \$2.3 billion, of which, \$382.8 million (or 16.3%) were exports.

In 1999, there were 18 Canadian breakfast cereal manufacturing establishments, employing 2,753 people. The industry had shipments valued at \$1.9 billion and about 12.5% (or \$236.7 million) was exported.

For more detailed information

Mike Price
Market and Industry Services Branch
Agriculture and Agri-Food Canada
Sir John Carling Building
930 Carling Avenue
Ottawa, Ontario
Canada K1A 0C5
Telephone: (613) 759-7509
Fax: (613) 759-7480
Email: pricem@agr.gc.ca

Bill Goodman
Market and Industry Services Branch
Agriculture and Agri-Food Canada
Sir John Carling Building
930 Carling Avenue
Ottawa, Ontario
Canada K1A 0C5
Telephone: (613) 759-7548
Fax: (613) 759-7480
Email: goodmanb@agr.gc.ca

Further information on products, suppliers and investment opportunities in the Canadian agri-food industry is available on the Agri-Food Trade Service Web site at: <http://ats.agr.ca>.

Canada's food and beverage industry is recognized internationally as being among the best in the world, both in terms of ensuring food safety and quality, and in providing a trade friendly environment. Consumers are more aware of food security, safety and quality, and are demanding more information about how their food is produced. More than ever, consumers want to know that their food is safe and that it has been produced in an environmentally responsible manner.

Canada's objective is to be the world leader in food safety, innovation, and environmentally responsible production and to be the best at meeting the needs of consumers at home and abroad.