



Canada's Agriculture, Food and Beverage INDUSTRY

● Canada's ● Processed Fruit ● and Vegetable Industry

The processed fruit and vegetable industry in Canada produces canned, preserved and frozen fruit and vegetables, as well as fruit juices. Increasingly, the industry is also developing and marketing a wide range of value-added products.

Thanks to technological advances in the processing of fruits and vegetables, consumers are able to enjoy the full flavour and nutritional value of fresh fruits or vegetables throughout the year. Many firms produce a variety of traditional value-added products, such as pickles, relishes, jams, soups, sauces and other items that incorporate a mix of vegetables or juices.

In addition, the frozen food industry manufactures frozen prepared meals, such as frozen TV dinners, pizza and other entrees.

The industry is always working to improve the handling of processed fruits and vegetables. For example, scientists at the Agriculture and Agri-Food Research Centre in Kentville, Nova Scotia, have developed technologies to give industry a shelf-stable, low-acid, fruit-based product with good sensory, safety and processing qualities.

Many fruits and vegetables, such as blueberries, cherries and red onions, could go from the table to the medicine chest. Scientists at the Pacific Agri-Food Research Centre in Summerland, British Columbia, are looking at the antioxidant properties of anthocyanins, the pigments responsible for the reds, pinks and blues of many of our foods. Anthocyanins are able to bind readily with free radicals, rogue molecules implicated in the development of some cancers.



Additional information

Overall, the food and beverage processing industry is the second-largest manufacturing sector in Canada in terms of shipments of goods made in plants and employment.

In 2002, the fruit and vegetable processing and frozen food industry encompassed some 200 establishments, which shipped \$5.9 billion worth of products, of which 27% was exported.

For more detailed information

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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.