



Canada's Agriculture, Food and Beverage INDUSTRY

● Canada's Snack ● Food Industry

● Canada's snack food industry includes manufacturers of potato chips, corn chips, popped popcorn, pretzels, extruded cheese snacks, seed snacks, peanuts and peanut butter, as well as pork rinds.

This industry has exhibited steady growth in recent years. In 1999, it accounted for 1.9 per cent of the total value of food and beverage shipments, 2.9 per cent of employment in the food and beverage sector, and 1.2 per cent of the food and beverage establishments (plants).

To remain competitive in both domestic and export markets, the industry has made efforts to increase efficiency and productivity by rationalizing plants and making significant upgrades to equipment.

According to the survey A.C. Nielsen's Market Track, Canadian consumers bought four to seven per cent more potato chips, corn chips, pretzels, microwave popcorn and variety or multi-snack packs in 1999 than they did in 1998.

In 1999, the snack food industry employed 7,139 people, 18.2 per cent more than in 1990.

In 1999, 43 Canadian snack food manufacturers (potato chips, tortilla chips, pretzels, popcorn and cheesies) shipped \$1.16 billion worth of products. Of this amount, 8.3 per cent, or \$96.9 million, were exported. In 2002, exports of snack food products increased to \$187.6 million.

In addition, in 2002 Canada imported \$213.2 million worth of snack foods (with \$187.9 million coming from the United States).

From 1990 to 2002, the value of Canadian shipments of potato chips, tortilla chips, pretzels, popcorn and cheesies and other snack food products almost doubled, growing from \$908.6 million to a value of \$1,744.7 million.



For more detailed information

Monica Treidlinger
Market Development Officer
Sectoral Industry Services Division
Food Bureau
Agriculture and Agri-Food Canada
5th Floor, Sir John Carling Building
930 Carling Avenue
Ottawa, Ontario
Canada K1A 0C5
Telephone: (613) 258-1933
Fax: (613) 258-6768
Email: treidlingerm@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.