

ATS Bulletin / Bulletin SEA

Agri-Food
Trade Service

Service d'exportation
agroalimentaire

ORDER SHEET

ATLANTIC – MAY 2006

New Publications and Reports for May 2006

To assist our clients and partners in identifying export opportunities, the Agri-Food Trade Service of Canada is offering the following trade documents. These documents are available at no charge. The first page is your order sheet, and the remaining pages provide short summaries of the documents available, as well as information and a list of upcoming events. **Please note that some hyperlinks require a password and user identification. Registration to gain access is free. You can register online at http://www2.agr.gc.ca/password/password/input_e.asp**

- Check here if you are receiving the ATS Bulletin by Fax and you would prefer to receive it by E-mail at your address indicated below**
- Please delete my name from your distribution list.

Order Sheet – May 2006

On the form below, please indicate the documents that you wish to receive, and we will forward them by mail as soon as possible. Please return this sheet by Fax to: Kaitlyn DeLong, Agriculture and Agri-Food Canada at **(506) 452-3509**. If you would like additional information prior to ordering, please call (506) 452-3706.

- | | |
|---|--|
| <input type="checkbox"/> 1. Canada's Quarterly Pork Report | <input type="checkbox"/> 7. Past, Present and Future Report: Portugal |
| <input type="checkbox"/> 2. Natural Beef Market in the United States | <input type="checkbox"/> 8. The Hotel, Restaurant and Institutional Food Service Market in Turkey |
| <input type="checkbox"/> 3. Canada: Fishery Products Annual 2005 | <input type="checkbox"/> 9. France: Fishery Products Annual 2005 |
| <input type="checkbox"/> 4. Regulations governing imports into Australia | <input type="checkbox"/> 10. Agricultural Fertilizer Profile - Brazil |
| <input type="checkbox"/> 5. The Functional Food Market in Japan | <input type="checkbox"/> 11. Israel: Agri-Food Country Profile |
| <input type="checkbox"/> 6. China: Interim Administration Measure for Health Food Registration | |

Name: _____ Company: _____

Address: _____ City: _____

Province: _____ Postal Code: _____ Telephone #: (____) _____ Fax: (____) _____

E-mail: _____ URL: _____

Unless otherwise specified, documents are available in both official languages. Please specify in which language you wish to receive the documents.

_____ English _____ French _____ Both

Although every effort has been made to ensure that the information is correct, Agriculture and Agri-Food Canada assumes no responsibility for the accuracy, reliability, or for any decisions arising from the information contained in these reports.

REFERENCE LIST: New Publications and Reports for May 2006

CANADA / UNITED STATES

1. Quarterly Port Report: October – December 2005 (18 pages)

As a result of the recent challenges faced by the beef and poultry industries, there has been growth in worldwide pork exports. Canada is expected to produce around 2 million tonnes of pork in 2006, placing it fifth in world production. However, an increasing proportion of this production will remain in Canada as the industry continues to expand its slaughter/processing capacity. Another factor that will continue to impact Canadian exports is the competitive advantage gained by US pork producers due to the ongoing strength of the Canadian dollar.

Source: *Agriculture and Agri-Food Canada (AAFC)*

http://www.ats.agr.gc.ca/can/4028_e.htm

2. Natural Beef Market in the United States – December 2005 (9 pages)

In recent years, the “Natural” beef market in comparison with other beef segments has experienced the fastest growth as a result of America’s greater concern for healthier food alternatives, food scares and an increase in popularity of both organic and “Natural” products. Although there is no strict definition for the term “Natural”, in the industry, it generally means a beef product which is antibiotic and growth hormone free. Claims as to what makes a product “Natural” is regulated by the FDA. Canadian beef producers should ensure they are well aware of the FDA’s requirements and regulations before entering the marketplace.

Source: *AAFC*

http://www.ats.agr.gc.ca/us/4100_e.htm

3. Canada Fishery Products Annual 2005 – Available in English only (33 pages)

This report highlights developments in the harvest of wild and farmed fish; seafood in Canada, fish production, consumption and trade. The marketing section identifies the market in Canada for U.S. fish and seafood exports and measures their performance.

Source: *United States Department of Agriculture (USDA)*

<http://www.fas.usda.gov/gainfiles/200510/146131218.pdf>

ASIA AND ASIA PACIFIC

4. Regulations governing imports into Australia – March 2006 (5 pages)

There is no requirement for companies or individuals to hold an import licence. However, depending on the nature of the commodity, and regardless of value, owners may need to obtain permits to facilitate clearance of goods.

Source: *International Trade Canada (ITCan)*

<http://infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=10460>

5. Functional Food Market in Japan – January 2006 (19 pages)

The functional food market in Japan has expanded as the population ages and more Japanese citizens become increasingly concerned for their health and well being. The FOSHU market has grown exponentially since the Japanese Ministry of Health, Labour and Welfare first introduced “Food for Specified Health Use” (FOSHU) standard in 1991, allowing health claims to be placed on product labels. Although the functional foods market is currently dominated by the local industry, Canadian exporters can advantageously enter the market selling products that contain “nature-based” additives. Japan generally views Canada as a country that is unpolluted with an unspoiled natural environment. In order to successfully enter the functional foods market in Japan, Canadians should maintain and build strong relationships with their Japanese counterparts to overcome the challenges related to obtaining FOSHU approval.

Source: *ITCan*

<http://www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=61119>

6. China – Interim Administrative Measures for Health Food Registration – August 2005 (22 pages)

This report provides Canadian exporters with a direct translation of China’s Interim Administrative Measure for Health Food Registration. It outlines the general principles; application, examination and approval; raw materials and supplementary materials; labels and instructions and more information regarding the interim.

Source: *AAFC*

http://www.ats.agr.gc.ca/asia/4054_e.htm

REFERENCE LIST: New Publications and Reports for May 2006 (*continued*)

EUROPE

7. Agri-Food Past, Present and Future Report: Portugal – October 2005 (9 pages)

Canada-Portugal bilateral trade totalled \$484.4 million in 2004 which is a dramatic increase from 2003's \$375.1 million. Since joining the European Union (EU) in 1986, Portugal's economy has expanded greatly. In recent years, the country has been an especially strong importer of agri-food products such as fish and bulk goods, cereals and grains, which presents great opportunities for Canadian exporters to Portugal.

Source: AAFC

http://www.ats.agr.gc.ca/europe/4076_e.htm

8. The Hotel, Restaurant and Institutional Food Service Market in Turkey – January 2006 (30 pages)

Turkey has become one of the world's leading tourist destinations, positively impacting the Turkish economy and its hotel, restaurant and institutional (HRI) industry. In 2004, revenues from the HRI industry exceeded \$10.5 billion and increased growth is expected to occur as a result of urbanization and a greater number of women entering the workforce. Western styles of cuisine that use imported ingredients are becoming increasingly popular providing Canadian exporters with an opportunity to enter this market through the fast-food and institutional food services sector. High-value branded products and those products which not easily available in Turkey are also in demand. Canadians must be aware of the difficulties in import regulations and distribution and may develop a partnership with a local firm to acquire industry contacts and information regarding market-entry barriers.

Source: ITCan

<http://www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=61617>

9. France: Fishery Products Annual 2005 (29 pages)

France is a major consumer of seafood products and a net importer of many seafood products. In 2004, salmon remained French consumers' preferred fish. U.S. salmon exports to France in 2004 were favoured by the U.S. dollar/euro exchange rate and a French media campaign against farm-raised European salmon. The U.S. has become a major supplier of scallops to France and this trend continues in 2005.

Source: USDA

<http://www.fas.usda.gov/gainfiles/200510/146131091.pdf>

LATIN AMERICA AND THE CARIBBEAN

10. Agricultural Fertilizer Profile – Brazil – February 2005 (8 pages)

Brazil is the third largest fertilizer market in the world after the United States and Russia with imports of fertilizer and raw materials amounting to 14.9 metric tons per year. Although the domestic production of raw materials has increased in recent years, Brazil is still dependent on importing the raw materials required for fertilizers; importing 90% potash, more than 50% of the nitrogen and 45% of the required phosphorus.

Source: ITCan

<http://www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=51409>

AFRICA AND THE MIDDLE EAST

11. Israel – Agri-Food Country Profile – July 2004 (21 pages)

The Israeli economy is open and modern, featuring a well developed high tech sector. Israel is home to one of the world's most skilled and educated work forces. This workforce has spurred a shift from a heavy industry focus, to the production of higher value products.

Source: AAFC

http://www.ats.agr.gc.ca/africa/3843_e.htm

UPCOMING EVENTS AND ANNOUNCEMENTS: MAY 2006

US and Canadian Labelling Workshop – May 16-17, 2006 – Moncton, N.B.: The NB Food and Beverage Processors Association has found that several companies in Atlantic Canada are facing new challenges in the development of labels for their products for both the Canadian and US markets, due in part to new nutritional facts information required. As a result, the association is bringing in a well-respected instructor, Mr Gary Gnriss for a two-day in-depth workshop on the topic to be held May 16-17, 2006 in Moncton, NB (Canadian labelling on May 16 and US labelling on May 17). For more information, please contact Peter Rogers, Tel: (506) 460-5767 or E-mail: progers@rpc.unb.ca.

AgroActiva 2006 – June 1-4, 2006 – Ballesteros, Argentina: This Argentinean farm progress show is being held in Ballestreros, Argentina from June 1-4, 2006 and will display a wide range of farm related items such as agricultural machinery, supplies and services needed to make an agricultural or milking farm more efficient, sustainable and profitable. For more information, please contact Glen McPherson, Canadian Embassy in Argentina, Tel.: (011-54-11) 4808-1000, E-mail: glen.mcpherson@international.gc.ca or visit Web site: <http://www.agroactiva.com/>.

The Hotel Show – June 4-6, 2006 – Dubai, U.E.A.: This hotel industry event, which caters to the most lucrative hospitality market in the world, will take place at the Dubai International Exhibition Centre June 4-6, 2006. As business and tourist destinations in all countries throughout the Arabian Gulf are urgently seeking professional assistance, products, services and equipment to support their ambitious development plans, The Hotel Show is an ideal venue for Canadian suppliers seeking to enter or expand in this market. For information, please contact Terry Gain, Show Agent, Tel.: (416) 932-1173, E-mail terry.gain@interlog.com, Web site: www.dmgdubai.com or contact Sanam Shahani, Trade Commissioner, Canadian Consulate, Dubai, sanam.shahani@international.gc.ca

Canadian Summit on Food Safety – June 6-7, 2006 – Markham, Ontario: The Canadian Summit on Food Safety being held June 6-7, 2006 in Markham, Ontario is an event that offers an opportunity to network and exchanges ideas and solutions for our major food safety concerns, such as Avian Flu, Allergens, Food Recalls, and new regulations. It is an occasion to listen to the perspective of respected industry experts while sharing views with your colleagues and clients. It will discuss the latest technological developments and proven practices for application to your own organization. For information, please call toll free: 1-866-298-9343 or 416-944-8833 or E-mail: registrations@strategyinstitute.com.

Agri Business Forum: Conférence de Montréal – June 7, 2006 – Montréal, Québec: The Agri-business Forum is a one-day event built into the four-day International Economic Forum of the Americas, also known as the Conférence de Montréal. The forum's focus this year is on Brazil, offering a cost-effective market-intelligence gathering opportunity for Canadian exporters. By focusing on Brazil's agriculture and agri-food sectors, the Agri-business Forum will help Canadian agri-food exporters identify the competition and leverage the opportunities offered by an active and expanding Brazilian market. To find out more, contact Christine L'Abbé, Canadian Food Inspection Agency, Tel.: (613) 694-2797, Fax: (613) 759-7506, E-mail: labbech@agr.gc.ca or Web site: http://www.ats.agr.gc.ca/events/4118_e.htm.

FITHEP Mercosur 2006 – June 19-22, 2006 – Brazil: FITHEP Mercosur 2006 is an international exhibition of technology for ice cream, confection, chocolate, bakery, pasta, pizza and convenience products. The conference is to be held June 19-22, 2006 in Brazil. For more information please contact Ms. Ana Saraiva, Trade Commissioner Assistant, Consulate General of Canada in Sao Paulo, Tel. : (011-55-11) 5509-4321, E-mail: infocentre.brazil@international.gc.ca, or Web site: http://www.publitec.com.ar/fithep_2006.htm.

2006 Agri-Food Innovation Forum and 3rd Annual World Congress on Industrial Biotechnology and Bioprocessing – July 11-14, 2006 – Toronto, Ontario:

The 2006 Agri-Food Innovation Forum is being held July 11-14, 2006 in Toronto in conjunction with the 3rd Annual World Congress on Industrial Biotechnology and Bioprocessing. Forum organizers including the Ontario Government are working with BioProducts Canada, BIOTEC Canada and other Federal Departments to make the event nationally inclusive through coordinating the selection of the speakers, publicizing the Forum Sponsorship Package, organizing Communications and through the selection of up to 8 Canadians who will participate on the World Congress Program Committee. The World Congress has become recognized as a very important show for those involved in the industrial application of biotechnology into areas such as biofuels, biochemicals and bioproducts. For information, please contact Michael Metson, Tel.: (519) 837-5853, E-mail: metsonm@agr.gc.ca, or Manuela Vella, Tel.: (613) 759-7736, E-mail: vellam@agr.gc.ca or visit Web sites: <http://www.agrifoodforum.com> and <http://www.bio.org/worldcongress>.

UPCOMING EVENTS AND ANNOUNCEMENTS: MAY 2006 (CONTINUED)

ExpoAlimenta 2006 and Fancy Food Expo 2006 – November 2-5, 2006 – Santiago, Chile:

ExpoAlimenta 2006 and Fancy Food Expo 2006 will be held simultaneously in Santiago, Chile November 2-5, 2006. ExpoAlimenta 2006 is an international exhibition of the food industry such as dairy products, sweets, bread and pastry, canned and frozen food, meat products and sausages, seafood, fruits and vegetables, drinks and multiproducts. Please go to <http://www.expotrade.cl> for more information or call (56-2) 378-5999 or Fax: (56-2) 426-4071.

EXPORT Finance Guide:

Need financing to sell your goods or services internationally? The new online EXPORT *Finance Guide* can help. The guide, developed by Export Development Canada and Team Canada Inc, will show you how to access finance services provided by government, banks and other private sector institutions. This tool will help you determine what kind of financing you need, and where to find it, depending on where you're at in your sales cycle. Check out the Web site:

https://www.edc.ca/edcapp/ExportFinanceGuide/eff_e.asp?FromPage=AGNews

EXPORT Check:

Will your customer pay? Get a credit profile to find out... Now up to 50% off. With EDC's online EXPORT Check tool, you can quickly and easily obtain some key valuable credit and financial information using our database of 20 million U.S. companies and millions more in 50 other international markets. Now for as little as \$30, it's worth to check! Check out the Web site:

http://www.edc.ca/prodserv/online/exportcheck/index_e.asp?FromPage=AGemail.

The Canada Export Centre:

The nation's permanent showroom for your export-ready products – is filling up and closing off its Food and Beverage Sector. Over 40 companies are presently exhibiting their food products to thousands of international buyers/resellers who visit the Centre to source products for their home countries. As space is limited, this opportunity may not arise again. Contact the Canada Export Centre today! For more information, visit <http://www.canadaexportcentre.com/> or call 1-877-685-7823.

New program has eye on security – Security Compliance Loan:

Export Development Canada, a federal Crown corporation, launched a pilot loan program that is designed to help smaller exporters meet stringent U.S. customs security guidelines for goods entering that country. The Security Compliance Loan will provide loans of up to \$150,000. The loan program is designed to cover 85 per cent of the costs of an exporter becoming compliant with the U.S. Customs-Trade Partnership Against Terrorism, or C-TPAT, program. The intent of the C-TPAT program is to speed up the border-crossing process for companies that can demonstrate their whole supply chain is protected from tampering and infiltration. For information please visit:

http://www.edc.ca/docs/news/2006/2006_news_e_9899.htm/.

IN A NUTSHELL:

- 2006 FITT National Conference, June 13-14, 2006, Halifax, N.S., <http://www.fitt.ca/conference/2006/>
- Atlantic Seafood Processing Conference, September 14-15, 2006, Tracadie-Sheila. Contact Don Newman at info@nbfood.ca.
- Fifth Atlantic Conference on the Food Industry - New Technology, November 1-2, 2006, Beauséjour Hotel in Moncton. Contact Don Newman at info@nbfood.ca