



ORDER SHEET

QUEBEC – OCTOBER 2006

New Publications and Reports for October 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**

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Order Sheet – October 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: Diane Chamard, Agriculture and Agri-Food Canada at **514-496-3966**. If you would like additional information prior to ordering, please call 514-283-3815 ext. 530 or 528.

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| <input type="checkbox"/> 1. Food and Health in Japan | <input type="checkbox"/> 5. Hong Kong – Exporter Guide 2006 |
| <input type="checkbox"/> 1.1 <input type="checkbox"/> 1.2 <input type="checkbox"/> 1.3 | <input type="checkbox"/> 6. Russia Market Report - Seafood |
| <input type="checkbox"/> 2. Thailand's Market for Meat, Poultry and Offal | <input type="checkbox"/> 7. United Kingdom – Exporter Guide 2006 |
| <input type="checkbox"/> 3. The Singapore Market for Pork, it's Offal and Processed Meats | <input type="checkbox"/> 8. Agri-Food News from Germany, Austria and Switzerland |
| <input type="checkbox"/> 4. Agri-Food- Past, Present & Future Report – New Zealand | <input type="checkbox"/> 9. National Standards / Organic Agriculture |
| | <input type="checkbox"/> 10. Guide – Services for Business in Quebec |

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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 October 2006*

Asia – Asia-Pacific

1. Food and Health in Japan (English and French)

Source: *Agriculture and Agri-Food Canada, June 2006*

► **1.1 Food Cultures, Lifestyles, and Resulting Trends, (5 p.)**

http://sea.agr.ca/asia/4231_e.htm

► **1.2 Consumer Protection Legislation for Health Foods, (2 p.)**

http://sea.agr.ca/asia/4230_e.htm

► **1.3 New Product Development, (2 p.)**

http://sea.agr.ca/asia/4229_e.htm

2. Thailand's Market for Meat, Poultry and Offal (English and French)

Source: *Agriculture and Agri-Food Canada, Updated in July 2006, 29 p.*

This report has been prepared to provide the Canadian exporters with an update on the following matters: An overview of meat and poultry consumption in Thailand, with a specific focus on local pork. the status of Thailand's imports of meat, poultry and offal, the main demand characteristics of the markets for imported meat, poultry and offal, the basis of competition in these markets, an overview of Thailand's current policy and regulatory environment and an assessment of future opportunities for Canadian exporters. http://sea.agr.ca/asean_pw/4165_e.htm

3. The Singapore Market for Pork, it's Offal and Processed Meats (English and French)

Source: *Agriculture and Agri-Food Canada, Updated in July 2006, 21 p.*

The aim of this report is to provide Canada and its meat exporters with an update on: the state of the Singapore market for imported pork and pork offal, including fresh/chilled, frozen and dried, smoked and salted products. The basis of competition that has developed in the market over the past 5 years and a review of best prospects for Canadian exporters.

http://sea.agr.ca/asean_pw/4176_e.htm

4. Agri-Food- Past, Present & Future Report – New Zealand (English and French)

Source: *Agriculture and Agri-Food Canada, August 2006, 11 p.*

With a nearly 3% market share, Canada is New Zealand's fifth-largest agri-food supplier. In 2005, Canada/New Zealand agricultural trade reached \$440.9 million; while New Zealand imported \$46 million in Canadian agricultural products, Canada imported \$395 million in New Zealand-produced agricultural goods. Key exports to New Zealand in 2005 included: swine cuts (\$12 million), wheat nes and meslin (\$9.4 million), hams, shoulders and cuts thereof of swine, bone in, frozen (\$5 million), sauces and preparations nes and mixed condiments (\$3.7 million) and navy/white pea beans, dried and shelled (\$2.8 million).

http://sea.agr.ca/asia/4210_e.htm

5. Hong Kong – Exporter Guide 2006 (English only)

Source: *Foreign Agricultural Service / USDA, Gain Report. October 2006, 28 p.*

Although originally created for a U.S. audience, this report provides valuable business tips and market information for Canadian Agri-Food companies interested in this market. This report provides a market overview, exporter business tips, market structure and trends for retail (supermarkets, convenience stores, traditional markets), Hotel, restaurant and Institution (HRI) and food processing sectors. <http://www.fas.usda.gov/gainfiles/200610/146249250.pdf>

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

Europe

6. Russia Market Report - Seafood (English and French)

Source: *Agriculture and Agri-Food Canada, 2006, 9 p.*

The variety of fish and seafood products in the Moscow and St. Petersburg retail markets today is equivalent to other markets in the European Union. There is a full range of items found in local markets, from low or no value-added products (whole frozen or headed and gutted fish) to highly value-added selections (breaded fish, fish sticks, surimi).

http://sea.agr.ca/europe/4214_e.htm

7. United Kingdom – Exporter Guide 2006 (English only)

Source: *Foreign Agricultural Service / USDA, Gain Report. May 2006, 13 p.*

Although originally created for a U.S. audience, this report provides valuable business tips and market information for Canadian Agri-Food companies interested in the United Kingdom market. This report provides a market overview, exporter business tips, market structure and trends for retail, Hotel, Restaurant and Institution (HRI) sectors.

<http://www.fas.usda.gov/gainfiles/200610/146249256.pdf>

8. Agri-Food News from Germany, Austria and Switzerland (English only)

Source: *Canadian Consulate in Germany, Agri-Food Section, October 2006, 40 p.*

Highlighting opportunities for Canadian exporters as well as summaries of industry briefs, this quarterly newsletter provides news and trends on the German, Austria and Switzerland agri-food market. Confectionery, organic products, fish and meat market, beverages, pet food and retail market are examined in detail. Also, this report provides a specific section for the Australian and Switzerland market and a new section on new energies (Biodiesel)

(Available upon request only)

Canada and United States

9. National Standards for Organic Agriculture Approved (English and French)

Source: *Canadian General Standards Board, September 2006, 40 p. & 31 p.*

The Standards Council of Canada recently approved, as National Standards of Canada, two Organic Production Systems standards. These standards outline the principles for organic agriculture that endorse production and management practices that contribute to the quality and sustainability of the environment and ensure the ethical treatment of livestock.

► **Organic Production Systems – General Principles and Management Standards**

http://www.tpsgc-pwgsc.gc.ca/cgsb/on_the_net/organic/032_0310_2006-e.pdf

► **Organic Production Systems – Permitted Substances Lists**

http://www.tpsgc-pwgsc.gc.ca/cgsb/on_the_net/organic/032_0311_2006-e.pdf

Various

10. Guide – Services for Business in Quebec (English and French)

Source: *Government of Canada, The Canada Business network, 2005, 18 p.*

This guide features selected programs and services that the Government of Canada offers to small and medium-sized businesses in Quebec. On-line version provides many links.

http://canadabusiness.gc.ca/gol/cbec/site.nsf/en/goc_services_to_business_guides.html

UPCOMING EVENTS AND ANNOUNCEMENTS: Oct. 2006

Food & Hotel China (FHC) 2006 - November 30 – December 2, 2006 – Shanghai (China)

FHC is one of the most definitive food and hospitality industry events in China attracting companies from around the world in the food, drink and hospitality industries. FHC 2006 will feature four co-located shows: FHC Food and Drink, FHC Retail and Hospitality Equipment, FHC China Export, and FHC Special Showcases. For further information, please contact Blair Gowan, Agriculture and Agri-Food Canada, by phone: (613) 759-7524 by e-mail: gowanb@agr.gc.ca or visit these Web sites: http://sea.agr.ca/events/4129_e.htm or <http://www.fhcchina.com>

Winter Fancy Food Show (WFFS) - January 21 -23, 2007 – San Francisco (California)

The 2007 WFFS is one of the most important annual expositions and attracts from 19,000 to 32,000 attendees. These attendees come to see more than a thousand exhibitors from around the world, presenting more than 100,000 specialty foods to discover and sample. The show is expected to feature more than 900 American exhibitors and 400 foreign exhibitors, and to attract 25,000 qualified buyers from over 87 countries. The show draws senior representatives from virtually every segment of the retail and foodservice industries. Other important features of the show are its many workshops and seminars on new products, trends, distribution and marketing, which will be offered in the days leading up to the main event. Join the Canadian Pavilion at the Winter Fancy Food Show. For more information, please contact Denise Gravel, Events Planner International Trade Shows and Missions, AAFC, by phone: 613 759-7746 by fax.: 613 694-2449 E-mail: graveld@agr.gc.ca or visit our web site at: http://www.ats.agr.gc.ca/events/4213_e.htm

BioFach 2007 - February 15 -18, 2007 – Nuremberg (Germany)

With over 2,100 exhibitors and 37,000 international trade visitors from 116 countries, BioFach Germany has become the world's largest trade fair for organic and natural products. Strict admissions criteria ensure very high standards in product quality. Agriculture and Agri-Food Canada (AAFC) and the Canadian Consulate in Dusseldorf are organizing the Canadian presence. For further information, please contact Brian Bonner, Events Planner, AAC, by phone: 613-759-7642, fax: 613-694-2449 by e-mail: bonnerb@agr.gc.ca or visit this web site: <http://www.ats.agr.gc.ca/biofach>

Foodex Japan 2007 - March 13 -16, 2007 – Tokyo (Japan)

Showcase your products to thousands of new and existing buyers from the entire Asian marketplace. With over 95,000 trade professionals expected to attend, Foodex Japan is the largest food and beverage trade show in Asia Pacific. This international trade show features over 2,200 exhibitors from more than 70 countries. Canada's newly designed pavilion at this year's show is once again being managed by Agriculture and Agri-Food Canada (AAFC). For further information, please contact Alice Brisson, Events Planner, AAFC, by phone: 613-759-7734, fax: 613-694-2449, by e-mail: brissona@agr.gc.ca or visit this web site: http://sea.agr.ca/events/4030_e.htm

SIAL Montreal 2007 - March 28 -30, 2007 – Montreal (Qc, Canada)

Looking for an opportunity to expand your markets, launch new products, meet new buyers and showcase your products internationally? Then don't miss SIAL Montreal 2007, the leading North American trade show for agri-food professionals. 15,000 visitors/buyers and 750 exhibitors from the agri-food industry, representing approximately 80 countries. For further information, please visit the event internet web site: <http://www.sialmontreal.ca/>

European Seafood Exposition 2007 - April 24 -26, 2007 – Brussels (Belgium)

The show is organized by Diversified Communication (organizers of the Boston Seafood Show and the West Coast Seafood Show). ESE is now the largest seafood show in the world. Every year, more than 92% of the European Seafood Exposition's (ESE) exhibitors return-confirming ESE as the most powerful sales and positioning tool available to the industry. ESE normally

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features more than 1,400 exhibitors and attracts visitors from over 100 countries, including the decision-makers and purchasers who dominate the seafood industry in Europe and around the world: importers, exporters, and wholesalers; institutional, military, and chain buyers; value-added processors and more. You are invited to join the Canadian pavilion at the ESE. For more information please contact Brian Bonner, Events Planner, AAC, by phone: 613-759-7642, fax: 613-694-2449 by e-mail: bonnerb@agr.gc.ca or visit our web site at: http://sea.agr.ca/events/3949_e.htm

CANADA'S NEW GOVERNMENT LAUNCHES \$1.7 MILLION CANADIAN INTEGRATED TRACEABILITY PROGRAM

On September 6, 2006 - The Honourable Chuck Strahl, Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board, today announced the Canadian Integrated Traceability Program (CITP) worth \$1.7 million. This new program will accelerate the development, implementation and integration of traceability systems across the Canadian meat and livestock industry. To find out more about the CITP and to obtain application forms, please visit the following web site: www.agr.gc.ca/citp or call 613-759-7150.

TOUR THE BRANDING CANADA WEB SITE

The Branding Canada Web site is ready! Please take a tour. It's filled with consumer and buyer market research in Canada's key export markets, suggestions for co-branding, tips on building the Canada brand, the Canada brand graphics in different file and colour formats, A Guide to Building and Managing the Canada Brand for Food and Agriculture, and much more - all developed in collaboration with industry and provincial and territorial governments. Research shows that Canada already has a positive image on the international stage. The great news is that industry and government alike now have a series of strategic, research-based tools to take that strong image and leverage it to benefit the entire Canadian food and agriculture sector. The Web site is open to all and some of it is "password protected." To gain access, industry and other non-federal government members need to sign and return the Canada brand usage agreement. (See: Who can use the Canada brand? web site section) Measures were taken to preserve the value of the Canada brand and the associated research, graphics and tools. E-mail: brandcanada@agr.gc.ca or visit the following web site: www.brandcanada.agr.gc.ca

SYMPOSIUM ON BUSINESS CULTURE - The Gateway to the World's Largest Economy Central and Eastern Europe (CEE)

Are you familiar with the lucrative Central and Eastern European Markets and their cultures? Are you aware of the opportunities currently available to Canadian Companies in these countries? If you would like to find out more, we suggest you add this opportunity to your agenda. Agriculture and Agri-Food Canada (AAFC) and its partners are proud to invite you to attend an outreach session as well as other key activities, all of which will be held **November 21, 2006**. This event will feature a speaker from the Canadian Management Center, a partner of Harvard Business School Publishing, who will share her market strategy expertise with participants. For further information, please contact: Nadine Sidarous-Côté, Senior International Market Development Officer, AAFC, Tel: (613) 759-7721 Fax: : (613) 759-7506 or by e-mail: sidarouscote@agr.gc.ca

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NOTE: Small and medium-sized Canadian companies may be eligible for financial assistance under the underlined Program for Export Market Development (PEMD). For more information about the Program, you may visit the following web site: <http://www.dfait-maeci.gc.ca/pemd/menu-en.asp> *Companies in Quebec should contact Economic Development Canada to receive information on the program; please call (514) 283-6328 or visit the following site to locate the regional office nearest you: <http://www.dec-ced.gc.ca/asp/APropos/bureauxaffaires.asp> Interested Quebec companies may also find an additional support from the Agri-Food Export Group Québec-Canada. You may want to visit their web site at <http://www.groupeexport.ca> or contact them by phone at 418-861-8577

IN A NUTSHELL:

► **Seminar “Emerging Pathogens in Food: Knowledge and Control”.**

(Seminar in french) Ce séminaire a pour objectif principal d'offrir aux participants, provenant autant des secteurs de l'industrie agroalimentaire, de la recherche que du domaine académique un forum axé sur le statut actuel des différents microorganismes pathogènes sous surveillance. Les sujets abordés porteront sur les virus, les bactéries, les parasites et les prions qui retiennent actuellement l'attention en production animale et leur impact potentiel sur la population. Saint-Hyacinthe, CRDA, November 23, 2006. Information: Carole Tremblay, tel.: 450-773-1105, E-mail: tremblayca@agr.gc.ca or visit this web site: <http://fond-gouv.gc.ca>