



ATS Bulletin / Bulletin SEA

Agri-Food Trade Service
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Service d'exportation agroalimentaire
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November / December 2006

TRADE REPORTS, MARKET STUDIES AND EVENTS

CANADA AND THE UNITED STATES

1- Canadian Potato Situation and Trends – 2005-2006 (31 pages)

In 2005, Canada was the 12th largest potato producer in the world with production of 4.28 million metric tonnes (MT).

Understandably, the potato is the most important vegetable crop in Canada, accounting for 33% of all vegetable farm cash receipts or \$792.5 million in 2005. Canada's total exports for fresh and processed potatoes in the 2004-2005 crop year were 1.015 billion. The United States is Canada's main export market with 81% of the value of potatoes and potato products.

Source: AAFC

http://www.agr.gc.ca/misb/hort/sit/pdf/po_05_06_e.pdf

ASIA

2- Packaged Foods Sales in Japan – June 2006 (8 pages)

This report is designed to show the opportunities in the Japanese packaged food market. It measures market value, offers a summary of trends that affect packaged food sales, and outlines niche company presence. The report also describes the main growth areas, the main players in the market at company level, their brands as well as the market shares they hold.

Source: AAFC

http://sea.agr.gc.ca/asia/4232_e.htm

3- Agri-Food Past, Present & Future Report: South Korea – July 2006 (10 pages)

Significant opportunities exist for healthy and convenient products. Canadian companies should adapt their products and marketing techniques to South Korean preferences and regulations. Agri-food products with good potential in the South Korean market include chocolate, hay and fodder, ice wine, pastries, pet food and whey.

Source: AAFC

http://sea.agr.gc.ca/asia/4209_e.htm

4- ASEAN Update – August 2006 (6 pages)

This ASEAN update provides the latest information on the agri-food industry, new products, new projects and developments, and professional events of the sector. This update focuses on news from Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam.

Source: AAFC

Available in Hard Copy Only

5- CAN-SEA Agri-Food Update – June-Sept. 2006 (6 pages)

CAN-SEA Agri-Food Update is a quarterly newsletter presented by Canada's agri-food team in South East Asia. The purpose of the report is to promote opportunities for a diverse range of Canadian agri-food products. The report includes upcoming trade events and news in South East Asia.

Source: AAFC

http://www.ats-sea.agr.gc.ca/info/info_asean_e.htm

6- China – Exporter Guide 2006 – November 2006 (14 pages)

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 Chinese market. This report provides a market overview, market sector structure and trends for retail, HRI, and processing.

Source: USAD, Gain report

<http://www.fas.usda.gov/gainfiles/200611/146249465.pdf>

EUROPE

7- Agri-Food Past, Present & Future Report: Ukraine – November 2006 (12 pages)

Opportunities exist in several sectors. Poultry, Beef, Pork - shortage of local supply in all areas, product options and quality in demand. Seafood - rapidly expanding consumer and product base driven by growing supermarket trade. Food ingredients - very promising sector, expanding rapidly, reliant on imports.

Source: AAFC

http://sea.agr.gc.ca/europe/4268_e.htm

LATIN AMERICA AND THE CARIBBEAN

8- The Beef and Cattle Industry in Argentina – August 2006 (33 pages)

Foreign investors are actively purchasing agricultural land in Argentina because prices are low compared with other industrialized countries. Local slaughterhouses are also being purchased by foreign investors. There are also opportunities in Argentina's beef input industries.

Source: AAFC

http://www.ats.agr.gc.ca/latin_pw/4212_e.htm

9- Mexico – Kosher Food 2006 – November 2006 (7 pages)

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, retail and institution sales, domestic production, promotion, and a list of contacts (importers, caterers, communities). The Mexican market for Kosher food is very important, is estimated to be approximately 4 million consumers.

Source: USAD, Gain report

<http://www.fas.usda.gov/gainfiles/200611/146249453.pdf>

AFRICA AND THE MIDDLE EAST

10- Agri-Food Past, Present & Future Report: Senegal – June 2006 (10 pages)

Senegal's increasing openness to foreign investment and trade has resulted in a growing number of opportunities for Canadian companies. Due to its prime location, Senegal is a gateway to West African markets. Promising areas for Canadian exporters

looking to penetrate the Senegalese market include agricultural commodities and packaged foods.

Source: AAFC

http://www.ats.agr.gc.ca/sahara/4151_e.htm

International Events

32nd Winter Fancy Food Show (WFFS) – January 21-23, 2007 – San Francisco, CA

We have the pleasure of inviting you to join the Canada Pavilion at the Winter Fancy Food Show in San Francisco. The 2007 WFFS is one of the most important annual expositions and attracts from 19,000 to 32,000 attendees from speciality food, wine, gift and department stores, supermarkets, restaurants, mail-order and other related businesses. 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. For more information please contact Mary-Jane Ginsberg, Trade Commissioner, at Tel.: 415-834-3180 ext. 3357, E-mail: mary-jane.ginsberg@international.gc.ca.

ProdExpo - February 12 to 16, 2007 - Moscow (Russia)

You are invited to take part in the best food Expo of Russia on February 12 to 16, 2007. In 2006, the show attracted more than 1900 exhibitors and 97 000 professional visitors coming from 61 countries. During last years, the Canadian companies take part of this show to introduce their agri-food products to the distributors, importers and retailers of Russia. For information, please visit the event Web site: <http://www-eng.expoentr.ru> or contact: Marina Fomitcheva, Tel.: 011-7-495-105-6057, Fax: 011-7-495-105-6051, or E-mail: rus.commerce@international.gc.ca

BioFach 2007 – February 15-18, 2007 – Nuremburg, Germany

Canadian firms looking to explore opportunities in the organic agri-food and natural products sectors should consider exhibiting in the Canada pavilion. This is the world's largest and most important trade show for organic and natural products. This trade fair will attract over 2,100 exhibitors and 37,400 trade visitors from 116 countries. For more information and to join the Canada pavilion, please visit our Web site at: <http://www.ats.agr.gc.ca/biofach> or contact Brian Banner, Events Planner, at Tel.: 613-759-7642, Fax: 613-694-2449, or E-mail: bonnerb@agr.gc.ca.

Canadian Agri-Food Exporters Mission to the Middle East – February 17-22, 2007 – Kuwait City, Kuwait and Dubai, United Arab Emirates

Agriculture and Agri-Food Canada, the Department of Foreign Affairs and International Trade, Food Beverage Canada and the Canadian Food Exporters Association would like to invite all Canadian agri-food companies to participate in an exploratory mission to Kuwait and the United Arab Emirates. This mission will be held February 17 to 22, 2007 and will provide a broad exposure for agri-food exporters interested in the growing Middle East market. The mission dates are timed to coincide with Gulfood 2007, considered the region's premier exhibition for manufacturers, distributors, and suppliers from around the world, representing all of the key sectors within the food and hospitality industry (in 2006, the show brought together over 30,000 in attendance with 2,173 companies from 70 countries and 46 national pavilions). For more information please contact Jeff Lang, AAFC, at Tel.: 604-666-1066, E-mail: langjd@agr.gc.ca.

Gulfood – February 19-22, 2007 – United Arab Emirates

Agriculture and Agri-Food Canada (AAFC) and the Canadian Consulate in Dubai are pleased to invite exporters to showcase Canadian quality, innovation and great taste at the Canada Pavilion, where Canadian food and beverage products will take centre stage at this year's show. The 2006 show features over 2,173 companies participating from 70 countries. More than 32,000 importers, distributors, manufacturers, retailers and representatives from the hospitality industry visited Gulfood in 2006. This year's Canada

pavilion promises to bring together an excellent selection of the best that Canada has to offer in the food and beverage industry. The pavilion builds on the new Canada brand by highlighting the qualities that draw buyers and consumers to Canadian products—our pristine and beautiful land, scientific innovation, quality products and concern for the environment. Our new and exciting pavilion design integrates the "Quality is in our nature" theme. For more information or to register, please contact Judith Gaw, AAFC, Tel.: 613-759-7722, Fax: 613-694-2449.

COEX 2007 – March 4-7, 2007 – Orlando, Florida

Experience the sights, sounds and tastes of this dynamic culinary event where food, flavour, and menu trends take center stage. Brought to you by IFMA and the nation's leading operator groups, COEX 2007 gives you a front-row seat to: hear the latest consumer research; see world-renowned chefs at work; taste the hottest flavours from around the globe; work side-by-side with top chefs and culinary experts; and network with the best in business. For more information contact IFMA at Tel.: 312-540-4400 or E-mail: ifma@ifmaworld.com.

Ingredients Technical Training Mission to China, the Philippines and Indonesia – March 11-31, 2007 – China; Philippines; Indonesia

On behalf of the Canadian Food Exporters Association (CFEA) and Food Beverage Canada (FBC) we're pleased to invite you to participate in an Ingredients Technical Training Mission to China, the Philippines and Indonesia. The mission will provide you with the opportunity to present your company and your ingredients at technical workshops to decision makers in various food processing companies. Also, you will have the opportunity to exhibit at FI Asia (March 15-17) and FIC China (March 28-30). As we realize not everyone will be able to attend the full program, various participation packages are available. If you have any questions please contact Susan Powell, CFEA, Tel.: 416-445-3747, E-mail: susanp@cfca.com; or Wendy Hindle, FBC, Tel.: 780-486-9679, E-mail: whindle@foodbeveragecanada.com.

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

IFE07 – March 18 – 21, 2007 – ExCel (London, UK)

IFE is one of the top five food exhibitions in the world and the largest food & beverage event in the UK. In 2005 the show brought together 1,500 exhibitors and over 26,000 visitors from around the world. IFE delivers more buyers with purchasing power from the retail, catering and wholesale sectors than any other UK exhibition. With over 3,000 international visitors from more than 100 countries, and over 40 international pavilions it is also the UK's most international food and drink trade event. If you are interested in exhibiting in the "Canada Pavilion", please contact: Ros Burridge at the Canadian High Commission in London ros.burridge@international.gc.ca or visit the following web site: http://sea.agr.ca/events/4222_e.htm

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 features more than 1,400 exhibitors and attracts visitors from over 100 countries, including the decision-makers and purchasers who dominate the seafood industry 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

Events in Canada

SIAL Montreal 2007 – March 28-30, 2007 – Montreal, Quebec

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, with more than 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>.

Expo Quebec, Canadian Health Food Association – February 15 – 18, 2007 – Palais des Congrès, Montreal (Quebec)

This show gives you a fantastic opportunity to meet face-to-face with your customers and prospects to showcase your latest products and services. Attendees to this event will include owners and buyers from small independent store to large retail chains. For further information, please contact: Shelly Dagenais, Events Coordinator, by e-mail: sdagenais@chfa.ca or by phone: 1-800-661-4510 ext. 232 or visit the event Web site: <http://www.chfa.ca/default.asp?action=article&ID=79>

Activities, Missions / News

Outgoing educational mission to San Francisco, Winter Fancy Food Show – January 19-24, 2007 – San Francisco, CA

Food Beverage Canada, in cooperation with Alberta Economic Development, cordially invites all Canadian specialty agri-food companies to join in an exciting educational mission to the Winter Fancy Food Show in San Francisco. At the Winter Fancy Food Show you will be able to discover over 1000 exhibitors from around the U.S., as well as new exotic specialty food ideas in the International Pavilion. There are also various educational sessions being offered. For more information please contact Wendy Hindle, FBC, Tel.: 780-486-9679, e-mail: whindle@foodbeveragecanada.com or Lisa Iwanyk, FBC, Tel.: 780-486-9679, e-mail: liwanyk@foodbeveragecanada.com

Table Top, United Kingdom 2007, Quebec Delegation in London, UK – February 12 – 13, 2007

Before the event "BioFach 2007" which will be held in Germany on February 15 to 18, 2007, in collaboration with the Quebec Delegation in London, Agri-Food Export Group gives you an opportunity to take part in a "Table Top" in London. You will be able to expose your products and meet buyers. For further information, please contact: Marie Beaudry, Agri-Food Export Group, Telephone: 450-461-6266 or 1 800 563-9767 ext. 213 or by e-mail: mariebeaudry@groupeexport.ca

Training - Purchasing in China / Taiwan, December 7 – 8, 2006 – Montreal region, Sheraton Hotel, Laval

With a population of 1,298,847,624 inhabitants reported in July 2004, The People's Republic of China exported US\$ 436.1 billion in that same year and has become an important supply source in many sectors due to very competitive pricing and conditions. On the other hand, cultural aspects, customs procedures, distance, currency, and the challenge of sourcing good, reliable Chinese suppliers constitute some of the risks involved in this choice of supply-market. This session will allow you to better understand these specific aspects, become familiar with the advantage and disadvantages and negotiate profitable arrangements for your company and your market. For further information, please contact Maryse Morin by phone: 450-226-2238 or 1-800-861-6618.

Report on the opportunities for Canadian Agri-food products in the hotel and restaurant sector (HRI) in Los Cabos, Baja California

This short report is a summary of the program of visits and meetings in the Baja California region (Los Cabos) of Mexico, held in August, 2006 to gather market information and intelligence and to uncover opportunities for Canadian agri-food products exporters. Given that the Los Cabos region attracts only high-income earners mainly from the US and Canada, is experiencing double digit growth in tourism, is heavily focussed on upscale hotels, that consumers and chefs are demanding high quality agri-food products, that it is not a price conscious market and that there is relatively low competition, Los Cabos region provides excellent opportunities for Canadian agri-food products. For further information, please contact Marcello DiFranco, Trade Commissioner, Canadian Embassy, Schiller 529 Polanco 11560, Mexico D.F., Mexico, by phone : (52 55) 5724-7934, by fax.: (52 55) 5724 7982, by e-mail mexico.commerce@international.gc.ca

Ministers focus on building a stronger future for agriculture in Canada, Calgary (Alberta), November 14th 2006

Federal, provincial and territorial ministers of agriculture met today in Calgary to discuss the transformation of Canada's agriculture and agri-food sector, and to set the stage for cross-Canada consultations on the next generation of agriculture and agri-food policy. Ministers agreed on measures to address the pressures farmers are facing in a rapidly evolving world, announcing changes in how governments support farmers in managing the business risks of farming. Given that Canada's agriculture and agri-food industry is an integral part of the Canadian economy and an important contributor to Canada's social fabric, ministers also launched consultations for the next generation of agriculture and agri-food policy. They were united in their commitment to work with the sector on new policies that will enable industry to seize new opportunities and remain competitive in a challenging global environment. Full text is available at: http://www.agr.gc.ca/cb/index_e.php?s1=n&s2=2006&page=n61114

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

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QUEBEC –NOVEMBER / DECEMBER 2006

New Publications and Reports for November / December 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; <http://www.infoexport.gc.ca/registration/RegistrationMain.jsp?lang=en>.**

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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. 528 or 530**.

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