

## Canada's

### Agriculture, Food and Beverage INDUSTRY

#### Canada's Grain-Based Products Industry

Canada's grain-based products industry is large and diverse. It includes the flour milling, pasta, baking, biscuit and cereal manufacturing sectors that make a wide range of products. This industry is efficient and competitive, thanks to ongoing innovations in wheat varieties and processing technology.



#### Flour Milling

The flour milling industry includes firms that mill wheat and other cereal grains into flour, feed for animals and other products. Some firms also blend flour into bakery mixes. The industry is closely linked with the baking, biscuit and breakfast cereal manufacturing

industries, which collectively use a significant portion of the milled cereal products consumed in Canada.

Canada produces an abundance of durum wheat, which when milled into semolina flour, is the primary ingredient in pasta. Pasta is easy to prepare, versatile and affordable. It is also rich in proteins, vitamins and minerals such as iron and phosphorus. Canada exports durum to many of the world's top pasta producers, such as Italy and Turkey.

#### Dry Pasta

The dry pasta industry involves the manufacturing of products often referred to as long goods or short goods depending on their shape. Long goods include spaghetti, capilli, linguini, vermicelli, angel hair and fettuccini. Short goods include macaroni, penne, rigatoni, fusilli and ziti. There are also many specialty or novelty shapes such as bow ties, shells, cannelloni, lasagna and wheels. In addition, some pastas now include spinach and other vegetable ingredients.

The Canadian biscuit and cracker industry manufactures a wide range of products including mallows and sandwich-type biscuits, snaps, soda biscuits, packaged cookies, crackers, fruit bars, graham wafers, ice cream cones and sugar wafers.

#### Baked Goods

The bakery industry is made up of wholesale and retail sub-sectors. Wholesale bakers manufacture all types of bread, rolls, pizza dough/crusts, cakes, pies, doughnuts, muffins, pastries (uncooked, refrigerated/frozen), wafers and matzo baking. Retail bakers produce and sell on the premises and cater to the demand for fresh-baked goods such as bread, rolls and pastries.

### **Breakfast Cereal and Prepared Flour Mix**

The prepared flour mix and breakfast cereal industry in Canada has two sectors. The prepared flour mix sector manufactures cookies, cake, doughnut, pancake and pastry mixes. The breakfast cereal sector manufactures cereals, either uncooked or ready-to-eat. Cake and pastry flour is milled from soft, white wheat. All-purpose flour is milled from hard wheat. Blends of these wheats are used extensively in these sectors.

### **Innovation and Regulation**

The Canadian Grain Commission's Grain Research Laboratory is a Canadian centre for applied and basic research on the quality of a variety of grains. The laboratory also conducts studies on commercial processing of grains, using its pilot-scale malting plant, flour mill and bakery, noodle processor and small-scale pasta press. Scientists are developing new durum wheat varieties with extra gluten strength to fit the needs of the pasta-making world.

Wheat breeders at Agriculture and Agri-Food Canada are setting their sights on white wheats, a radical departure from the traditional red wheats that have established Canada's reputation as a leading world wheat exporter. White wheats allow millers to extract 3 to 5 per cent more flour without risking the colour contamination that can occur with red wheats.

All grain-based products, domestic or imported, are subject to the Food and Drugs Act and Regulations, which are enforced by the Canadian Food Inspection Agency.

### **Additional Information**

Bread and baked good manufacturing is one of the largest sectors in the Canadian grain-based products industry, with shipments totalling \$4.4 billion and exports valued at \$545.1 million in 2005. Additionally, in 2005,

Canadian flour milling and malt manufacturers shipped \$1.5 billion of products and exported \$446.9 million. Breakfast cereal manufacturers' shipments totalled \$1.2 billion while exports were valued at \$339.8 million. Cookie and cracker manufacturers had shipments valued at \$544.2 million, most of which (\$482.2 million) were exported.

Dry pasta manufacturing is becoming increasingly important in Canada, experiencing significant growth in the last decade. Shipments grew by 39% from \$264.5 million in 1996 to over \$367.6 million in 2005. In 2005, about 20% or \$73.5 million of manufactured dry pasta products were exported.



### **For More Detailed Information**

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### **Other Links:**

Canada Grains Council  
[www.grainscanada.gc.ca](http://www.grainscanada.gc.ca)

Canada Grains Council  
[www.canadagrainscouncil.ca](http://www.canadagrainscouncil.ca)

Canadian International Grains Institute  
[www.cigi.ca](http://www.cigi.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: [www.ats.agr.gc.ca](http://www.ats.agr.gc.ca)**

Canada's food and agricultural products reflect our dedication to excellence, and our deep commitment to safety, quality, environmental responsibility, innovation and service.

In every facet of our industry, we seek to earn the trust of our customers by answering their needs and exceeding their expectations. Those values along with our belief in building strong relationships, have given Canadian agriculture and food products an international reputation for excellence. Customers around the world know that they can trust the goodness of Canada.

