



## Canada's

### Agriculture, Food and Beverage INDUSTRY

## Canada's Processed Fruit and Vegetable Industry

The processed fruit and vegetable industry in Canada produces canned, preserved and frozen fruit and vegetables, as well as fruit juices. Increasingly, the industry is also developing and marketing a wide range of value-added products.



Technological advances in the processing of fruits and vegetables allow consumers to enjoy the full flavour and nutritional value of fresh fruits or vegetables throughout the year. Many firms produce a variety of traditional value-added products, such as pickles, relishes, jams, soups, sauces and other items that incorporate a mix of vegetables or juices.

Demand for prepackaged fresh-cut fruits and vegetables has soared in recent years. According to ACNielsen, national grocery sales for prepackaged vegetables and fruit products exceeded \$365 million over a 52-week period spanning 2004-2005. Prepackaged vegetables, and in particular

salads, represent the largest segment of this market, with salad sales reaching \$308 million in the same period. Although prepackaged fresh-cut fruit makes up a smaller portion of this market, sales increased by 61% in 2005 to reach nearly \$7 million.

Frozen fruits and vegetables are sold in a wide-range of product formats such as mixed frozen vegetables, ready stir fries, concentrated fruit juices and french fries; in fact, frozen potato products are the largest product group within the Canadian frozen fruit and vegetable sector. Frozen fruits and vegetables are also incorporated as ingredients in ready-to-serve meals including TV dinners, pizza and other entrees.

Consumer demand for convenient products, as well as smaller serving sizes, is driving the development of a wide range of ready-to-cook and ready-to eat fruit and vegetable products. For example, convenient new potato products are being developed that include ready-to-microwave whole and sliced potatoes, fresh peeled potatoes for boiling and pre-washed potatoes with accompanying spice packs.

The industry is always working to improve the handling of processed fruits and vegetables. For example, scientists at the Agriculture and Agri-Food Research Centre in Kentville, Nova Scotia, have developed technologies to give industry a shelf-stable, low acid, fruit-based product with good sensory, safety and processing qualities.

Many fruits and vegetables, such as blueberries, cherries and red onions have healthful properties. Scientists at the Pacific Agri-Food Research Centre, in Summerland, British Columbia, are looking at the antioxidant properties of anthocyanins, the pigments responsible for the reds, pinks and blues of many of our foods. Anthocyanins are able to bind readily with free radicals, rogue molecules implicated in the development of



some cancers.

### **Additional Information**

Overall, the food and beverage processing industry is the second-largest manufacturing sector in Canada in terms of shipments of goods.

Canada's fruit and vegetable processing and frozen food industry shipped \$6.7 billion worth of products in 2005, of which 29% were exported.

The Canadian processed fruit and vegetable industry is strong and expanding, with research and innovation driving growth and new opportunities in domestic and international markets.

### **For More Detailed Information**

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**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.

