

EXPORT TO CANADA NEWS

INFORMATION · ADVICE · CONTACT

BEVERAGES EDITION

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REFLECTIONS ON THE PAST WHILE STAYING FOCUSED ON THE FUTURE

While I stop to think about all that we have accomplished together, it is very encouraging to see the positive impacts that we are having in many parts of the world. While there is still much that can and will be done, we should feel proud of our achievements.

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UPCOMING WEBINARS

[7 Tips to Help you Close Deals on ConnectAmericas](#)

January 26, 2017 at 12:00 pm

[Services en ligne de TFO Canada](#)

March 16, 2017 at 9 am

[Tools to Enhance Financial Capability to Export your Products](#)

March 1, 2017 at 10:30 am

[Servicios en línea de TFO Canada](#)

April 6, 2017 at 1 pm

REFLECTIONS ON THE PAST WHILE STAYING FOCUSED ON THE FUTURE

It is hard to believe that two years have passed since I joined TFO Canada. During our time together, I have witnessed a number of wonderful projects, events and activities – all with the goal of improving lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers.

During my time at TFO Canada, I've had the privilege of meeting many of you in person as well. Having travelled to Central America on two separate occasions, I also had the opportunity to visit two Asian nations and recently concluded visits in four African countries. Each time, I am inspired by the entrepreneurial spirit that exists in many parts of the world. Together, we are making a difference and moving the needle on achieving development goals through the lens of international trade.

As I look to the future, you can count on TFO Canada to continue to answer the question on how international trade can be a driver of equitable, sustainable development. Through our trade promotion activities, training programs, market access & capacity building services, and information that we provide to developing country exporters, Canadian importers as well as trade support institutions, our intent is to provide practical tools that equip everyone with what they need to be successful in Canada and other foreign markets.

On behalf of the team at TFO Canada we wish you a happy holiday season and a prosperous 2017 filled with success in international trade.

Steve Tipman
 Executive Director
 TFO Canada



NON-ALCOHOLIC BEVERAGES MARKET INFORMATION PAPER

According to Statistics Canada, over \$10 billion in non-alcoholic beverages was sold in Canada in 2015. While the consumption of beverages in Canada is high, the sale of beverages in Canada has seen an increase of less than 1% over the past five years. In fact, the

marketing. Millennials in Canada tend to be more adventurous in terms of trying unique flavours and new ingredients. Imports account for approximately 20% value of the Canadian non-alcoholic beverage market. Canadian imports of beverages have increased in value by 10% from 2011 to 2015.



Source: Industry Canada, [Trade Data Online](http://TradeDataOnline), April 2016.

actual consumption of beverages in Canada has decreased by 4% over the past five years from 98 litres in 2011 to 82 litres per person in 2015. The rate of consumption of soda beverages has particularly decreased significantly over the past 10 years in Canada due to the rising age of the population and the demand for healthier, less sugary alternatives. Consumers have begun to turn to healthier substitutes such as water and ready-to-drink tea. Products that contain certain health benefits should definitely illustrate these benefits in their

The main source of imported non-alcoholic beverages to Canada is the United States with approximately 72% of total imports. The top five importers of beverages from TFO Canada supported developing countries are Chile (0.7%), Philippines (0.7%), Mexico (0.6%), Costa Rica (0.2%) and Ecuador (0.2%).

The largest category of imported non-alcoholic beverages is the HS Code 220290 which consists of non-alcoholic beverages excluding fruit and vegetable juices with more than 32% of the total imported non-alcoholic beverages to Canada. HS Code 220290 includes soy beverages, non-alcoholic wine and beer, organic beverages and chocolate drinks. Imports under this category also have the highest import growth rate of all non-alcoholic beverage imports with a growth rate of 20% over the past five years.


This information has been extracted from TFO Canada's Market Information Paper "Beverages". Registered members can download the full report at www.tfocanada.ca/mip.php.

TIPMAN'S TRADE TIP

When working with international suppliers, most buyers do not like surprises. They expect delivery of the product they have purchased to match exactly with the specifications that had been agreed-to or to the sample you sent. Any changes that may arise should be communicated in advance with an agreement reached prior to the shipment arriving at the buyers' premises.

INDUSTRY LABELLING TOOL - INGREDIENTS AND ALLERGENS LIST

The Canadian Food Inspection Agency continuously reviews the regulations and legislations that govern the food produced in Canada and imported into Canada. CFIA in its effort to modernize food labelling and make this more user friendly has an “Industry Labelling Tool” on its website. This tool is a food labeling reference and provides, among other information, food products that require a label, food labelling for different industries and ingredient lists. One list that would be of interest to suppliers abroad is that of ingredients and allergens. It provides a comprehensive information on the requirements, declaration expectations, types of additives etc. To learn more about the requirements for food labelling as it relates to allergens and ingredients visit <http://www.inspection.gc.ca/food/labelling/food-labelling-for-industry/list-of-ingredients-and-allergens/eng/1383612857522/1383612932341>



Canadian Food Inspection Agency
 Agence canadienne d'inspection des aliments

INDUSTRY RESOURCE

FOOD ALLERGEN LABELLING

If you are selling or making a **packaged food** that contains any **priority food allergens, gluten sources or added sulphites**, then your product likely requires **allergen labelling**.

How to label allergens:

Within the ingredients list

Ingredients: Apples, Pie crust [Flour (wheat), Shortening, Liquid albumen (egg), Salt], Sugar, Flour, Lemon juice, Whole milk, Cinnamon.
 May contain pecans.

OR

Using a contains statement

Ingredients: Apples, Pie crust [Flour, Shortening, Liquid albumen, Salt], Sugar, Flour, Lemon juice, Whole milk, Cinnamon.
Contains: Wheat, Egg, Milk.
 May contain pecans.

CANADIAN COMPANIES VALUE SUPPLIER DIVERSITY AND GENDER INCLUSIVENESS

Minority and women-owned SME exporters should seek out companies that have supplier diversity programs to help them export to Canada. Companies with procurement policies that include race and gender diversity may be able to see the value an SME from a developing country provides to their business. Businesses get value from buying products from minority and women owned suppliers because it can help companies connect with a larger consumer base. Women-owned SMEs offer a unique perspective to buyers that may otherwise have been overlooked by a larger, male-owned company and SMEs are generally more agile and can respond quicker to changing consumer demands. There are a number of examples of initiatives in Canada that promote supplier diversity. [The Supplier Diversity Alliance Canada](#) (SDAC) supports and informs governments, businesses and key stakeholders on the importance of inclusive procurement policies and practices through supplier diversity. This initiative was just recently launched on Nov. 9th 2016. Another initiative is [Supplier Diversity Canada](#) which aims to advance business diversity and inclusion in Canada specifically by bringing more women-owned, aboriginal-owned, minority-owned and LGBT-owned businesses into corporate supply chain and government contracts.

WELCOME MARSHALL GALLARDO CASTENEDA

Marshall Gallardo Castaneda is TFO Canada’s new Program Director. Marshall is responsible for the implementation of the organization’s Canadian Market Access and Capacity Development Project. Marshall brings to TFO Canada over 10 years of experience in the not-for-profit sector where he managed and implemented community economic development programs in Canada, Latin America and the Caribbean. Marshall is fluent in Spanish, English and French and he is currently working on learning Japanese.

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HIGHLIGHT ON A TFO CANADA PROJECT - TIM HORTONS COFFEE PARTNERSHIP PROGRAM IN-IMPLEMENTATION

Technical Committee Meeting and Field Visits for TFO Canada-Tim Hortons Coffee Partnership Program, Guatemala City-October 3-5, 2016



Coffee Producers at the Nursery in the Parexchej Community in Guatemala

TFO Canada is presently implementing a Coffee Partnership Program in Guatemala and Honduras with the Tim Hortons, read more about it here. The program gets financial support from the Canadian government through Global Affairs Canada and ongoing financial contributions from Tim Hortons. The four year project (2014-18) will deliver technical assistance and training to 6,000 coffee farming households. One of the programs objective is to enhance gender equality in farming regions through greater participation of women, including leadership roles, in farmer organizations

and greater awareness of gender issues within households.

Our senior project manager, Lidia Karamaoun was in Guatemala City for the third technical working committee meetings and field visits from October 3 – 5, 2016. The meeting was organized and chaired by TFO Canada, hosted by Volcafe, took place in Guatemala City on October 3. It was very well attended by local staff of the two implementation partners, Hanns R. Neumann Stiftung (HRNS) and Technoserve, as well as Volcafe. With the program now at Mid-way in implementation, partners shared information, experiences, outcomes, milestones and lessons learned on the field implementation progress and different approaches. Topics covered included agronomy training (yields, quality, Good Agriculture Practices (GAP)), environmental management, including strong emphasis on the climate change adaptation practices, farmer organizational development support, youth training, and gender equality training.

Lidia had the opportunity during her field

visits in Guatemala to see first-hand the progress of the gender objective the remainder of her trip. Some of the achievements of this objective include 43% of trained women are youth, 47% of Farmer Organizations have women in leadership roles and a tailored training on “Masculinity” provided to men which is well received. Lidia had opportunities to observe and interact with technical staff and farmers, beneficiaries of the program. Field visits to the farming communities of the two project regions –El Progreso and Chimaltenango were organized by the local partners.

The visit to , San Jose Poaquil and Comalapa communities, in Chimaltenango, was organized by HRNS and Llano Largo and Los Planes, El Progreso, by Technoserve.

Both the Technical Committee meeting, and field visits presented a great opportunity to monitor the project, by discussing face to face and learn first-hand from people directly engaged in the field implementation, and to meet with beneficiaries to get their feedback on the program’s results.

SNAPSHOT OF TFO CANADA ACTIVITIES

ARTISAN HUB ROADSHOW

OCTOBER 3-5, OCTOBER 21, NOVEMBER 14-16, 2016

TFO Canada’s Amandine Gakima, Zaki Munshi, Stephanie O’Brien along with Associate Jacques Nadeau took the Artisan Hub on the road to Montreal, Toronto and Vancouver. In Montreal the exhibit was at ETHIK BGC where over 30 local designers and importers came to the 3-day event to view the unique offerings, skills, and traditional know-how, as well as to learn about the project and to provide feedback on the samples.

In Toronto the samples were showcased at the Textile Museum of Toronto on October

21, 2016. Mr. Nadeau, presented the project, the selected countries and the participating companies to over thirty Canadian importers and designers such as Robin Kay, The Bay, Far & Wide Collective and the Seneca School of Fashion who gave the organizers valuable feedback on the featured products.

The last roadshow took place at the Terminal City Club in Vancouver. In addition to the roadshow, on November 14, a conference was organized, in collaboration with the Asia Pacific Foundation (APF) and the International Development Research Centre (IDRC), to present the Artisan Hub project. During this event, Dr. Rafat Alam, IDRC researcher and professor at McEwan University, presented his findings on the challenges and opportunities of exporting specialty textiles from Bangladesh to Canada.



Artisan Hub Roadshow in Toronto October 21, 2016

SNAPSHOT OF TFO CANADA ACTIVITIES CONTINUED

DELIVERY OF TECHNICAL TRAINING FOR THE TRAINERS: WORKSHOPS IN CANADA FOR THE PACIFIC ALLIANCE TRADE SUPPORT INSTITUTIONS OTTAWA

OCTOBER 24-26, 2016



Pacific Alliance Trade Support Institutions Training in Ottawa

Under the project “Improving Market Access and Export Readiness for Pacific Alliance Small and Medium sized enterprises”, TFO Canada delivered a technical seminar to 20 trade officers representing PROCHILE, PROCOLOMBIA, PROMEXICO and PROMPERU.

The seminar, was coordinated by Marysabel Gonzalez, TFO Canada’s Project manager for Latin America. The program covered 5 days of workshops on different themes related to Canadian market access, regulations and key topics such as gender inclusion, Corporate Social Responsibility, labour standards and Good environmental processes. Government representatives, consultants and experts delivered practical sessions during the training week.

SEMINAR ON THE CANADIAN MARKET, SAN PEDRO SULA – HONDURAS

NOVEMBER 23, 2016



Accessing the Canadian Market Seminar in Honduras

The Camara de Comercio e Industrias de Cortes en Honduras delivered presentations of training module one “TFO Canada services and the Canadian market” of the “Exporters Gateway into the Canadian market” training to Honduran exporters of coffee, cacao and chocolate, marmalades and jams, snacks and sauces.

SEMINAR CANADIAN TEA MARKET OVERVIEW AND INFORMATION TOOLS FOR TRADE

NOVEMBER 16 2016



Trade Reps engaged in discussions with the Tea Association of Canada

On November 16th TFO Canada’s Alma Farias and Clarcia Christie hosted over 14 trade representatives from 13 countries: Malaysia, Ecuador, Peru, Jamaica, Indonesia, Colombia, Costa Rica, Sri Lanka, Vietnam, Mongolia, Philippines, Afghanistan and Thailand. The Event was a seminar on the Canadian Tea Market with a session on navigating TFO Canada’s online Trade Information Services.

EXPORT TO CANADA SEMINARS IN UGANDA, ZAMBIA AND MOZAMBIQUE

NOVEMBER 30 - DECEMBER 8, 2016

Exporters in Uganda, Zambia and Mozambique were provided with information on the Canadian market and how to access it with their products. The incentives within the Canada’s Market Access Initiative was also a topic share as the duty-free and quota free access these counties enjoy provide suppliers with a competitive edge.



Executive Director Steve Tipman speaking to SME exporters in Zambia

TFO Canada’s Executive Director and Project Manager, Africa conducted these seminars in the following cities of over the period:

1. Kampala, Uganda on November 30th to 54 exporters and trade support institutions
2. Lusaka, Zambia on December 05th to 40 exporters and trade support institutions
3. Maputo, Mozambique on December 8th to 20 exporters and trade support institutions

PERUVIAN ROAD SHOW ON TRADE & INVESTMENT

OCTOBER 26, 2016

Alma Farias, TFO Canada’s regional representative for Toronto, attended the Peruvian Road Show on October 26th where she delivered a presentation on the organization’s Trade Information Services.



Alma Farias with participants of the Peruvian Road Show on Trade and Investment

TRADE MISSION ACCOMPLISHED: SUPERFOOD ACCESSED THE CANADIAN FOOD MARKET

As more people adopt a healthier lifestyle, diets are changing, to include foods that are nutritionally better for you - one such food is quinoa. According to the United Nations Food and Agriculture Organization (FAO), quinoa is the grain crop with the most nutrients per 100 calories, has no cholesterol and does not cause allergies. It is also gluten free and relatively low in fats. Quinoa is regarded as a superfood, so much so, that 2013 was celebrated as the 'International Year of Quinoa.' Bolivia and Peru are the top suppliers of quinoa, accounting for over 95 percent of global production. This makes quinoa an excellent product for international trade. In keeping with its mission to bring importers and exporters together to transact business, TFO Canada provided assistance to Irupana Andean Organic Foods, so that the organization could participate in the SIAL 2015 show in Toronto, under the Responsible Facility. To increase Irupana's chances of success at the trade show, TFO Canada scheduled 12 appointments with Canadian importers on behalf of the organization.

Irupana Andean Organic Foods is a Bolivian, quinoa exporter, with a strong sense of social responsibility. It manufactures and sells natural and organic foods produced by small farmers in indigenous communities from the highlands, valleys, and tropical areas of Bolivia. Besides helping the farmers to find markets for their products, locally and

internationally, Irupana teaches them how to grow organic crops. The company is a pioneer in organic and natural products from Bolivia, and they focus on Quinoa, Canahua and Amaranth. Lorena Nina Jimenez, who represented Irupana at the SIAL 2015 Trade Mission to Toronto, found it to be a unique experience, "It was the first time I was visiting Canada, and thanks to TFO Canada, I learned about the dynamic nature of the Canadian market, and the business opportunities for my country. And one of the most rewarding parts of the trade mission, was the opportunity TFO Canada provided to put us in direct contact with buyers, so we can understand their needs. It was a very productive experience."

TFO Canada hosted an information session on the Canadian food market that Lorena Nina Jimenez attended. She learned that there is a growing exclusive market where buyers are willing to pay for the products they want. And that there is an opportunity for businesses specializing in organic products to sell to these buyers. Another important piece of information for her was the Canadian rules and regulations surrounding product

quality and labeling. Jimenez considered this priceless intelligence. When asked about her impressions of TFO Canada, without any hesitation, she said, "TFO Canada has professional personnel, who are highly qualified, warm and friendly with a sense of cooperation. They have the appropriate expertise to advise the different companies, and introduce them to the different markets and buyers. And they welcome exhibitors and buyers worldwide."



The opportunity that TFO Canada provided to Irupana was also financially beneficial to the company. The company made contact with 20 Canadian importers, and four of them from British Columbia and Quebec have become customers. Irupana has already shipped 80 tons of products to them. Another important benefit that Irupana realized, as a result of attending the SIAL 2015 Show in Toronto, is that it is able to minimize risks because they now have Canada as a new market with diversified buyers.

TFO Canada improves lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers. We facilitate access to the Canadian marketplace and share Canadian trade expertise for the benefit of smaller male and female owned/managed exporters from developing countries and for the men and women they employ. Founded in 1980, TFO Canada is a non-governmental, non profit organization.

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