

EXPORT TO CANADA NEWS

INFORMATION · ADVICE · CONTACT

THE FUTURE OF FOOD IN CANADA

IN THIS ISSUE

1. Canada's gender lens on International Development
2. Canada's Food Report Card 2016: Provincial Performance
3. Canadian Market for Fresh Fruits and Vegetables
4. A National Food Policy for Canada in the making
5. Innovation and Trendspotting at SIAL and CPMA Tradeshows 2017
6. Proposition of Front of Pack (FOP) Labelling
7. Costa Rica Explores Canada's Digital Tech Opportunities
8. Snapshot of TFO Canada's Activities
9. Success Story: CBL "Sri Lankan Company Growing Strong, Doing Good"



CANADA'S GENDER LENS ON INTERNATIONAL DEVELOPMENT

As many of you will recall, it was at this time last year that we shared the Government of Canada's intent to look at updating its international development policy which was a review and consultation on how Global Affairs Canada should deliver its assistance programming in the future. One year later, I am happy to report that Minister Marie-Claude

Continued on Page 2

UPCOMING WEBINARS

| | |
|---|---|
| Steps to B2B Retail Selling Success: Learn how large Canadian retailers buy produce | Food Safety Systems: A Competitive Edge for Suppliers |
| August 17, 2017 at 10am (EST) | September, 2017 TBD |

TFO Canada is Moving!

Our new address is: 130 Slater Street, Suite 400
 Ottawa, Ontario, Canada K1P 6E2

THE FUTURE OF FOOD IN CANADA

Bibeau officially launched their new policy on Friday, June 9th.

While the details of “[Canada’s Feminist International Assistance Policy](#),” can be found by clicking on the hyperlink within the text, we can tell you that gender equality and the empowerment of women and girls is at the heart of the new policy. In fact, the six action areas highlighted in the new policy are:

1. Gender Equality and the Empowerment of Women and Girls
2. Human Dignity (health and nutrition, education, and humanitarian action)
3. Growth that Works for Everyone
4. Environment and Climate Action
5. Inclusive Governance
6. Peace and Security

At TFO Canada, we applaud the efforts made by the Canadian government through its extensive consultation process. We are told that more than 15,000 people from some 65 countries participated; either in person or online. We are also very supportive of putting a greater emphasis on gender issues through its development programming. In fact, many of our projects today have a strong gender focus. Take for example the TFO Canada – Tim Hortons Coffee Partnership in Guatemala and Honduras. One of our goals is to effectively mainstream gender issues in coffee-farming activities by addressing gender inequality within farmer organizations and households in order to increase female participation in decision-making and the associated benefits with coffee farming.

We are also committed to contributing towards the successful achievement of this new policy and will look for innovative ways of delivering our programs and services for the benefit of small and medium enterprises in developing countries.

I wish you all a great summer filled with promise and hope for the future.

Steve Tipman
 Executive Director
 TFO Canada



Canada’s Food Report Card 2016: Provincial Performance

The Conference Board of Canada (CBoC) released its inaugural Provincial focused Canada’s Food Report Card 2016 on May 18, 2017, it the organization’s second report card but the first shining the spotlight on domestic food through comparison among each of Canada’s 10 provinces. The report card grades each province based on 63 food performance metrics within the five elements of CBoC’s Canada Food Strategy. These elements are as follows:

1. **Industry Prosperity** which is the supply chain view from primary agriculture to food manufacturing, food retail and food services. Saskatchewan received an **A** for its outstanding farm area, farm size, capital employed in farming and farm profitability.
2. **Healthy Food and Diet** covers both positive and negative results through 16 dietary, health and food consumption metrics, both British Columbia and Quebec received **As**. This element includes chronic disease incidences, obesity by gender, and intake of certain foods, nutrients and minerals.
3. **Food Safety** with the number of food recalls experienced in the last five years this element is extremely important for the health of Canadians. Here CBoC examines food borne illness incidence rates for Campylobacter, Salmonella, E. coli and Listeria monocytogenes. Here **grade A** was given to both Saskatchewan and Manitoba even though both scored low in recalls per 100,000 habitants.
4. **Household Food Security** examines experience of food insecurity among provinces where Canadians cannot afford or have access to nutritious food using different metrics such as child food insecurity and use of food banks. Four provinces received **grade A** they are Alberta, Newfoundland and Labrador, Quebec and Saskatchewan.
5. **Environmental Sustainability** this element examines five extremely important issues affecting Canada – household food waste, Air quality, water contamination, soil health and farm environmental sustainability. British Columbia and Saskatchewan both received **As** in this element.

To read the full report on this Food Report Card 2016 download it [here](#).

TIPMAN’S TRADE TIP: *The Importance of Networking*

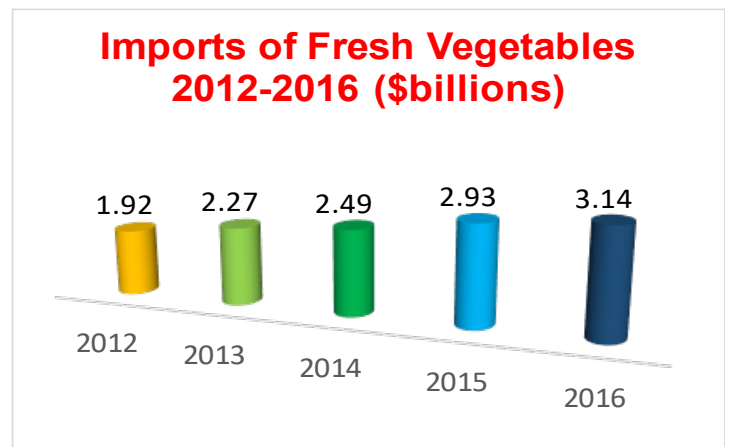
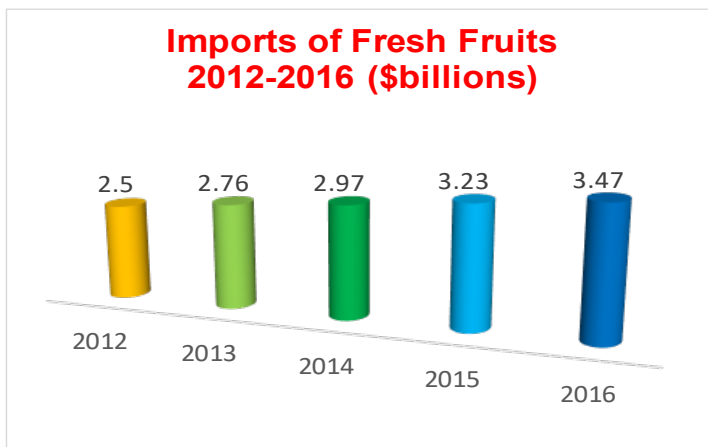
When participating in a trade mission, making connections with other participants can prove to be invaluable. While there is no doubt that doing your research and advance preparations are critical, you may find an equal or greater benefit of using the mission to forge stronger relationships with government officials and other business representatives who are attending. Therefore, it is suggested that you look closely at who will be participating with you on the mission.

CANADIAN MARKET FOR FRESH FRUITS AND VEGETABLES

In 2016 Canada imported \$10 billion worth of fresh fruits and vegetables which represented a 6.4% increase from the previous year. On average, Canadians purchase fresh produce at least once per week and consume three to five servings per day, well below the eight to ten servings recommended by [Canada's Food Guide](#). Close to 80% of Canadians are not eating enough fresh produce, resulting in a healthcare economic burden of around \$4.4 billion.

From 2012 to 2016, Canadian consumption of fruit rose by only 0.67%, driven by increases in exotic fruits including cranberries, lemons and dates. Vegetable consumption fell by 9.7% during this same period, due to decreases in consumption of artichokes, cucumbers and other edible root crops.

Exporters should be aware that a number of Government of Canada departments are currently undertaking or concluding a number of major consultations with respect to regulations governing food in Canada. Most are related to the rules for importing food to Canada, particularly for labelling and inspection while others are related to the general health and wellness of Canadians. Consultations with stakeholders on the new Safe Food for Canadian Regulations concluded in April 2017 and the Canadian Food Inspection Agency is anticipating final publication in the Canada Gazette in Spring 2018.



This information has been extracted from TFO Canada's Market Information Paper "Fresh Fruits and Vegetables". Registered members can download the full report, on or before July 31st at www.tfocanada.ca/mip.php.

A NATIONAL FOOD POLICY FOR CANADA IN THE MAKING

The Government of Canada has embarked upon developing a food policy for Canadians. The genesis of this activity is from the mandate letter that was provided to the Minister of Agriculture by Prime Minister Justin Trudeau. The food policy was named as one of his top priorities and was worded as follows:

"Develop a food policy that promotes healthy living and safe food by putting more healthy, high-quality food, produced by Canadian ranchers and farmers, on the tables of families across the country."

As such the officials at Agriculture and Agri-Food Canada have started the process of moving this policy forward with a 2-month consultation with Canadians on what they want in the policy through an online survey, the survey runs from May 29 to July 27, 2017. Canadians will provide their input to help shape the food policy from farm to fork.

While this is not the first attempt at a national food policy in Canada it seems this time it will be one that will be completed since there is political will.

There have been a number of issues affecting the Canadian food industry such as food fraud, food insecurity and food waste. Based on the following four themes on which the policy consultations are anchored, these issues should be addressed in a food policy for Canadians:

1. Increasing access to affordable food;
2. Improving health and food safety;
3. Conserving our soil, water, and air; and
4. Growing more high-quality food.

A Food Policy for Canada Summit was held in Ottawa with key stakeholders, experts and key policy makers. For more information on this national food policy read [here](#).

INNOVATION AND TRENDSPOTTING AT SIAL AND CPMA TRADESHOWS 2017

If you were in Toronto for the first two weeks of May it might have been for the CN Tower tours and Raptors games but for TFO Canada it was all about food tradeshow! Two food shows at that, we took a trade mission to the SIAL Toronto show which is for processed foods and exhibited at the CPMA convention and tradeshow which is for fresh fruits and vegetables. While at these show we spotted a number of innovative products, processes and a number of emerging trends we would like to share with you.

1. **Ethnic foods** took centre stage at both shows however it was at the CPMA show where there were a variety. In the vegetable department there were Japanese sweet potato, cactus with needles while in the fruit department there were sweetsops (cherimoya), jackfruit, cactus pear to name a few.



2. **Game changing products** for foodservice and consumers alike, such as: Saffron flavoured sugar cubes were spotted at SIAL's innovation showcase display as a matter of fact it won the coveted SIAL Innovation award for 2017. The producer is Taj Foods Canada a manufacturer, distributor and importer of Persian and Middle Eastern specialty food products.

3. **Convenience food** including prepackaged fruits and vegetables. Examples of these include Del Monte single serve fresh cut fruit (for vending machines), from the USA Side Delights' "roastables" and "steamables"— potatoes and seasoning pre-packaged and ready to put in the oven to be roasted and steamed in the microwave respectively, and vegetable noodles (pasta) spiraled beets, zucchini, butternut squash and sweet potato by Sliced FC a company from British Columbia and Del Monte Canada.



4. **Superfoods re-engineered** spotted at CPMA was the Love Beets' beet powder promoted as non-GMO, gluten-free, dairy free and vegan with its use in smoothies, yogurt, sauces, and baked goods. At SIAL there were a number of new and innovative products spotted examples include le petit quinoa, from a French company called Sabarot, it is a blend of grains and quinoa sold in the shape of a sausage, is designed to be sliced and pan-fried in minutes, guanábano tea where the leaves of the guanábano are used as a tea, and from the Andes there were a number of new grains, in powdered, gelatinised and chips forms, to the show such as kiwicha, cama cama and lucuma.

5. The **rise of hydroponic/ indoor vertical farming** promoted widely at CPMA where produce were showcased as cultivated through this style of farming. An example was Hydroserre Mirabel, a Quebec company that grows Boston lettuce using this method. Also at CPMA was Prodeew, a misting and humidification equipment company, that was displaying its water misting and humidification systems for greenhouses.



6. **Packaging and sorting innovation** was front and centre at both shows from direct thermal technology being used for labelling, trademarked top sealed packaging, steam bags and our booth neighbours MAF Industries from the USA that showcased a packing and sorting lines that can find fruits that have started to rot.

PROPOSITION OF FRONT OF PACK (FOP) LABELLING

Health Canada is proposing front-of-package nutrition labelling here in Canada. This proposition is aimed at foods with high content of sugars, sodium and saturated fats which is an important Canadian public health concern as in most cases food rich in these nutrient can lead to chronic diseases. Along with the specific nutrients factor the organization is also proposing to update other FOP components including label claims and sweetener information. To hear from industry, consumers and other stakeholders the department held an online consultation from November 14, 2016 – January 13, 2017 and has plans to have further consultations in Fall of 2017. To gain a full understanding on the why FOP is being proposed read additional information at <https://www.canada.ca/en/health-canada/programs/front-of-package-nutrition-labelling-consultation-document.html> and consider how this may impact your product. To view some of the responses on FOP received from stakeholders [click on this link](#) you will have to look for those specific to "Front of Pack Labelling".

COSTA RICA EXPLORES CANADA'S DIGITAL TECH OPPORTUNITIES

Canada's digital industries are struggling to acquire enough skilled technology workers to fill the need. From Montreal's world-renowned animation studios, to software innovations throughout southern Ontario's Technology Triangle, to the gaming titans of Vancouver, Canada is racing to meet the demands of its own success.

Canadian companies are no strangers to utilizing offshore expertise to achieve their business targets. And the practice is not limited to In-fo-Tech industries; whether it's Internet-of-Things solutions for home automation, or Agri-Tech applications for next-generation food development and management, Canadians have become accustomed to casting a global eye when searching for the right services. And now, Canadians have a new potential partner close to home.

[TFO Canada](#) recently partnered with Costa Rica's export promotion agency, [PROCOMER](#), to expose firms from that country's booming digital industries to collaborative opportunities here. While not a traditional export for Costa Rica, a mature and unique post-secondary system that promotes high-tech skills development has been building the country's capacity to the point where it has become an ideal nearshore pool of talent for Canadian industries.

The [Gateway to Trade](#) program was developed to provide services suppliers with training that not only assists in export-readiness, but also builds awareness of ideal target customers within the Canadian market. In the case of Costa Rica's I.T. sector, the program included the development of profiles and export plans, leading to a selection of companies visiting Canada for market exploration and business-to-business meetings in April 2017. Ultimately, the program allows TFO Canada to not only introduce new sources of services supply to Canadians, but to also help ensure that foreign suppliers are ready and able to do business here. To learn more about the Gateway to Trade program, visit <http://www.gatewaytotrade.com/overview.html>



SNAPSHOT OF TFO CANADA ACTIVITIES

Montreal Regional Representative Activities in Montreal

April 10, 2017

On April 10 TFO Canada Associate Marc Germain arranged a visit to the



Alliance Numérique (the Digital Alliance) for a group of trade representatives from Argentina, Chile, Colombia, Ecuador, Egypt, Honduras, Mexico and Pakistan. The Executive Director presented on the Industry and focused on the video games Market. One of the most important trade shows in this sector, the Montreal International Games Summit, will be taking place in Montreal December 11-13, 2017.

Training in Jakarta on "How to Prepare Market Intelligence Reports"

April, 17 - 20, 2017

TFO Canada's Associate Mark Germain conducted a 3-day workshop on how

to prepare market intelligence reports (MIRs) for a group of 26 persons from the Indonesian Ministry of Trade, as part of The Canada-Indonesia Trade and Private Sector Assistance (TPSA) Project, a five-year project funded by the Government of Canada through Global Affairs Canada. The workshops provided the participants with the opportunity to find and use tools in the global, Indonesian and Canadian contexts to assist in creating valuable MIRs.



Bolivia, Jordan, Peru, Panama, Sri Lanka and Tunisia Trade Mission to SIAL CANADA 2017

April 30- May 4, 2017

TFO Canada in partnership with the Embassy of Bolivia in Canada; Jordan Exporters Association; the Chamber of Commerce of Lima, the Trade office

of Peru in Toronto; the Panamanian Ministry of Commerce and Industry; Sri Lankan Export Development Board; the Consulate General of Sri Lanka; Chambre de Commerce et de l'Industrie de Sfax (CCIS) and the Tunisian Trade commission brought 42 companies represented by 69 exporters to SIAL Canada in Toronto. The exporters participated in a Market Familiarization Tour, an information session about the Canadian market regulatory framework and in B2B meetings organized by TFO Canada's experts. Exporters learnt about the Canadian market and the potential opportunities for their products.



SNAPSHOT OF TFO CANADA ACTIVITIES

CPMA Convention and Tradeshow Toronto 2017

May 7-11, 2017

TFO Canada's Trade Information Services team of Clarcia Christie and Alina Acosta-Romay represented the organization at the CPMA with participation in the convention and the tradeshow. The organization used the platform to promote its services to Canadian importers including an upcoming trade mission to Central America. The organization also hosted the country of Haiti, promoting their fresh produce, in its booth at the show.



Yona Cooperative Exporter mission to Montreal

May 15 - 19, 2017

Amandine Gakima TFO Canada's Project manager Africa and TFO Canada's Associate Bertrand Walle lead a team of three from the Burkina Faso representing the Yona Cooperative. Building on the previous engagement in the shea butter sector for the benefit of the Yona Cooperative, in collaboration with SEMAFO Foundation, the trade mission primary



objective was to diversify the client base of the cooperative in Canada. Over the course of over five days the women received an information session with TFO Canada; had 7 B2B meetings with 7 Canadian buyers and distributors along with participating in retail tours. The

mission was a success as they were able to secure two orders of their shea butter soap collections.

Visit to Honduras on project "Strengthening Capacities of SMEs and Cooperatives for the Export of Certified Coffees from Honduras to Canada"

San Pedro Sula and Tegucigalpa
May 23-26, 2017

TFO Canada consultant, Rodolfo Moseres, travelled to Honduras to validate the selection of eight final companies that will be part of the technical assistance for the implementation of the preparation for certification and export. Rodolfo visited the coffee producers and met with them and assessed their export readiness, he also met with representatives of FUNDER to discuss next steps for the upcoming exporter trade mission in September 2017.

Market visit for "Improving Market Access and Export Readiness for Pacific Alliance Small and Medium- sized Enterprises" Project

June 3 - 23, 2017

Santiago -Chile, Lima - Peru, Bogota-Colombia and Mexico City- Mexico
TFO Canada Executive Director, Steve Tipman, Project Manager, Marysabel Gonzalez and Consultant Marc Germain visited the Pacific Alliance country members to monitor the project's progress and also to validate the final 20 companies that will participate in a trade mission to Grocery Innovations under the banner of the Pacific Alliance.



Marc Germain met with the companies to assess their export readiness and get information on their products, this will help

in the preparation of market entry strategies for the exporters. On the other hand, Steve Tipman and Marysabel Gonzalez met with the Trade Support Institution to evaluate the project's progress and next activities in the last year of the project.

TFO Canada's table at OWIT- Toronto Annual Awards Gala

Toronto

June 15, 2017

TFO Canada's Regional Representative Alma Farias hosted 5 female trade representatives from the consulates of



El Salvador, Peru and The Philippines (2) and from the Office of Jamaica Trade and Invest at the Organization of Women in International Trade - Toronto 13th annual Gala. Under the theme Canada at 150: Women -Beacons of Hope in Global Trade and Business" the women had the opportunity to network and learn from the panel of dynamic and accomplished women.

Canadian Buyer mission to Costa Rica - under TPRF - Gateway to Trade - Costa Rica project

San Jose - Costa Rica

June 17-22, 2017

Eight (8) Canadian companies visited Costa Rica the week of June 17, 2017 to meet more than twenty (20) Costa Rican exporters in the areas of Software Development, Gaming & Animation and Digital Marketing. The visit had the goal to providing Costa Rican companies with optimal access to the Canadian market for Information and Communication Technology (ICT) services, by providing a platform for presenting the companies' services to prospective Canadian buyers and partners.

SUCCESS STORY: CBL

SRI LANKAN COMPANY GROWING STRONG, DOING GOOD

For the third time in many years, Annes Junaid, Managing Director of CBL Natural Foods, got the opportunity to attend TFO Canada's SIAL Trade Mission in 2016. TFO Canada hosts these events to help their clients from around the world to become export ready. But it's much more than that, TFO Canada creates an environment full of experiences for success. The organization's goal is to facilitate a level of success for its clients that would allow them to then turn around and give back to the communities in which they operate. Trade missions planned by TFO Canada are focused on providing participants with the kind of exposure needed to take their business to the next level.

These days the market place is more saturated than ever, and for any organization to succeed it must provide products and services that meet the current and future needs of its clients. Additionally, customers are savvier and research the organizations they do business with thoroughly. They are not only interested in what's in the products they buy, but also the kind of impact the organizations they wish to support has had on their local community. CBL Natural Foods is the kind of company that can easily pass this kind of scrutiny as the company sources all its raw materials from the local Sri Lankan community. TFO Canada plays an important role in helping the organization in achieving its goals.

TFO Canada scheduled 10 meetings for Mr. Junaid to meet with high level buyers which resulted in CBL Natural Food securing five buyers for its products. To date, the company has shipped 100 metric tons of products, valued at CDN \$1.4 million.



The organization is one of the fastest growing and largest conglomerates in Sri Lanka, globally marketing leading brands in biscuits, confectionery, cereal, organic fruit products and many other categories. The company has organic, kosher, and halal certifications which is important in a marketplace where consumers are more socially conscious. CBL Natural Foods also exports fruit, coconut, cashew and spices worldwide. They source organically grown produce from a network of farmers in Sri Lanka, ensuring their customers receive authentic and high quality products. According to Annes Junaid, "Sixty to seventy percent of what we sell goes back to the Sri Lankan rural farmers for their raw materials— a direct social impact due to TFO Canada's efforts."

Last year, the organization purchased US \$18 million worth of produce from 3,000 rural farmers, of which 40 percent are women. CBL Natural Foods achieves these impressive results thanks to the kind of information provided by TFO Canada. For instance, when Annes Junaid attended the latest SIAL Trade Mission, he participated in an information session on the Canadian food market, and went on a Market Familiarization Tour. Both activities allowed him to learn about the latest food trends and the shift towards natural and organic products, which are the fastest growing market segments for his products in Canada.

Mr. Junaid adds, "The SIAL Trade Mission is growing in importance. I would recommend TFO Canada because other exporters would benefit from the networking opportunities and the trade information, which is very organized. The things I found most helpful from the show were the emphasis on natural and organic products, as well as the mix of retail and wholesale customers." He also learned that there is a growing demand for coconuts, a product, from which they have a full-range of products to offer.

It's always impressive to see when an organization makes full use of the opportunities that come their way, and CBL has been such an organization. With the help they have received, they have gone back to their community and worked on raising the level of education of farmers, something they have been doing for over 40 years. They also provide support to entrepreneurs and the differently-abled; support child and elder care programs, as well as aid infrastructure development.

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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