

Spring is in the Air

As the spring thaw slowly starts in many parts of Canada, it is fitting to talk about horticulture, floriculture and agriculture in this issue of TFO Canada's Exporting to Canada Newsletter. As a northern country that has a relatively short growing season, Canadian retailers import a large volume of these products, including a staggering \$3.7 billion imports of roses in 2013. Spring is a time when many Canadians take to gardening, planting flowers or even a hobby farm for fresh vegetables. Many of these products are sourced outside of our borders.

In addition to looking forward to the end of winter, March is an important month at TFO Canada with good reason. Celebrated around the world, [International Women's Day](#) on March 8th was an opportunity to reflect on the

important advances that we have made towards women's economic empowerment while recognizing that there is still much to do. This year's theme "Making it Happen" truly resonated with our organization as we continue to help women in the developing world to achieve their potential. At TFO Canada, we recognize that the road to economic prosperity is better achieved when women are empowered to make positive change.



TFO Canada staff Paint it Purple in support of International Women's Day

As you read through this edition of our newsletter, a host of important information is made available including our market information paper

on the floriculture industry, helpful tips on environmental management, advice on how to prepare for a trade show and recent reports on the food sector in Canada. We conclude this edition with a wonderful success story of organic mango growers in Peru who, with the support of TFO Canada, were able to deliver quality products to the Canadian marketplace.

Happy reading!

Steve Tipman
Executive Director
TFO Canada



Tipman's Trade Tip

"The best seasons to plan a trade mission to Canada are in Spring (April-June) or Fall (September-November). Winter weather can be unpredictable and summer is peak vacation time."

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Tradeshow Survival Tips

The season of Canadian tradeshow is upon us!

Whether you are attending as a visitor or showcasing your company and its products, trade show participation is a time consuming exercise that demands survival of the fittest. To help you navigate and maintain focus at your tradeshow experience, here are five survival tips for getting the most out of those long, non-stop days.

(Continued on page 2)

Upcoming Webinars

[Overview of Regulations to be aware of when Exporting Natural Health Products to Canada](#)

May 12, 2015 at 10:30am EDT (2:30pm GMT)

TFO Canada Online Services:

[French](#): April 2, 2015 at 8:00am EDT (12pm GMT)

[English](#): May 20, 2015 at 11:00am EDT (3pm GMT)

[Spanish](#): June 25, 2015 at 10:30am EDT (2:30 GMT)

Tradeshow Survival Tips

(Continued from page 1)



1. Pack the right supplies

Ensure you have packed all you need for your trip, your business and your booth. You do not want to break your budget having to replace supplies of things you already own. Purchases made from retailers close to tradeshow venues are usually more expensive than big box stores.



2. Have corporate documents on hand

Bring all business and sales documents along with your corporate identity stationery such as business cards, price list and/or product list with prices by product, minimum order and terms of sale. Always bring more than you think you need. It's better to have extra than to run the risk of having none when meeting an important potential buyer. Save these documents on a USB key and have it on hand at the event in case a printing run is needed to replenish supply.



3. Make social media your partner

An online presence can be a great backup for your corporate information, especially if you are dealing with a tech savvy buyer. Having a completed LinkedIn for yourself and/or your company can serve as a backup business card to link with a buyer right away. An Instagram account with photos and an appropriate title can also be your backup if you run out of product brochures. Use Twitter as your promotion platform while at the show by following your industry's buyers, retailers, publicists, journalists, bloggers etc. Your iPad with a quick access to your website is also very helpful, especially if you have an application that allows for quick info-sharing/transferring from one device to another.



4. Wear comfortable attire

This may sound trivial but sometimes we choose style over comfort. Comfort is the key when choosing your attire for standing all day in your booth. Consider wearing loose-fitting clothes made from breathable fabric like cotton or linen. When wearing wool jackets, the inside shirt or blouse should be made from breathable and absorptive fabric. Wear shoes that are made for walking and standing for long periods. At the end of the day your feet will thank you, and you will thank your shoes.



5. Hydrate! Hydrate! Hydrate!

Being in the zone as you are negotiating business and having a successful tradeshow may make you forget to drink water (and also to eat!). The air in most convention centres tends to be dry which in turn dries out your skin and throat. Always remember to drink water, but sip don't gulp as you will need to leave your booth more often than you wish.

To identify upcoming tradeshows in Canada for your participation or market research, visit TFO Canada's online [Trade Events Calendar](#). Have a successful tradeshow!

Upcoming Trade Shows in Canada

[SIAL Canada International Food & Beverage Show - Toronto](#)

April 28 –30, 2015

[Canadian Furniture Show - Toronto](#)

June 4 -7, 2015

[CHFA East: Canadian Health Food Association Show - Toronto](#)

September 19 -20, 2015

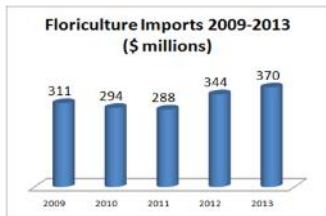
[Click here](#) to view TFO Canada's full calendar of events related to international trade.

Canada's fruit, vegetable prices to rise sharply in 2015

([Globe & Mail](#) / February 4, 2015)

Canadians face sharply higher food prices for food - especially fruits and vegetables - after the dollar's plunge driven by a decline in oil prices, says a new report from Ontario's Guelph University. The price of vegetables will rise by as much as 7.5% this year, while fruit will cost up to 5% more. The overall rate of food inflation for 2015 is pegged at 0.7% to 3%. Canadians spend about a quarter of their grocery budgets on fruits, vegetables and nuts. Canada imports more than \$40 billion worth of food in a year, a figure that has increased as several Ontario food processing plants have closed.

The Canadian Market for Floriculture



Canadians continue to have a love affair with flowers, plants and gardening. The sale of greenhouse flowers and plants in Canada represented a \$1.4 billion [market](#) in 2013, growing 2.6% from the previous year. It is now estimated that more than 9,000 [retail outlets](#) sell floriculture products across the country. One of the biggest trends in this industry has been the erosion of local florists' market share to non-traditional retailers including supermarkets, big box stores, mass merchandizers and online sales. Nonetheless, florists continue to maintain an important niche in providing creative high-end arrangements of cut flowers for event planners, to display at weddings, funerals and corporate events.

Floriculture purchases are emotionally driven, associated with sensory benefits of beauty, colour and smell that can help improve one's mood and well-being. These items remain popular gifts for holidays and special occasions with Mother's Day, Christmas, and Valentine's Day among the most profitable times of the year. Flowers are also given as a sentimental gesture to show sympathy or honour a major life event. In general, Canadians purchase more cut flowers and potted plants during the fall and winter months, with outdoor and bedding plants purchased for gardening in the spring and summer months.

In order to keep pace with consumer demand for floriculture variety year-round, Canadian florists rely on foreign imports for roses, chrysanthemums, orchids and other cut flowers that are more easily grown in a tropical climate.

The 10 Most Profitable Floral Markets in Canada:

1. Mother's Day
2. Bridal
3. Sympathy
4. Christmas
5. Valentine's Day
6. Everyday flowers
7. Event work
8. Special occasions
9. Thanksgiving
10. Gift baskets

Total floriculture imports to Canada reached a five year high in 2013 at \$370 million and are on track for continued future growth in 2014. Canadian domestic growers face increasing price competition particularly from [Colombia](#), which benefited from the 2011 signing of the [Canadian-Colombian Free Trade Agreement](#), as well as large export volumes from Ecuador.

What You Need to Know about Market Access for Plants in Canada

The [Canadian Food Inspection Agency](#) (CFIA) is Canada's national plant protection organization. As

part of its overall mandate, the CFIA is responsible for protecting Canada's food, plant and animal resources. Plant pests (including insects, other plants or micro-organisms) can cause extensive and costly damage to Canada. The most effective way to deal with plant pests is to prevent their entry into Canada and CFIA collaborates with Canadian importers, foreign exporters and international partners to maintain this objective. Once a pest is present in Canada, the CFIA's primary goal is to reduce its negative impact. The CFIA regulates the import of plants and plant products under several different acts, including the [Plant Protection Act](#) and Regulations, and relevant sections of the [Seeds Act](#) and Regulations.

[Click here](#) to learn more about each player's responsibility in ensuring plant products enter Canada free of pests, with the correct documents, in approved packaging, and with the exporting country's phytosanitary certificates.

This information has been extracted from TFO Canada's new Market Information Paper on "Floriculture", which is available for download to registered members at www.tfocanada.ca/mip.php

Canadian Grocer: 5 consumer trends worth watching

([Canadian Grocer](#) / March 5, 2015)

1. Leverage Eco-Guilt
2. Prepare for the Microbiome Revolution
3. Bid Goodbye to Meat
4. Go Gender-Neutral
5. Glam Up Geekwear

This article is an excerpt of the Opportunities 2015 Special Report in the February 2015 issue of [Canadian Business](#).

Access to Market Information Papers Online

To access our [Market Information Papers](#), your company needs to be registered with TFO Canada.

It's easy: just go to www.tfocanada.ca, click on "Register Now" and follow the steps.

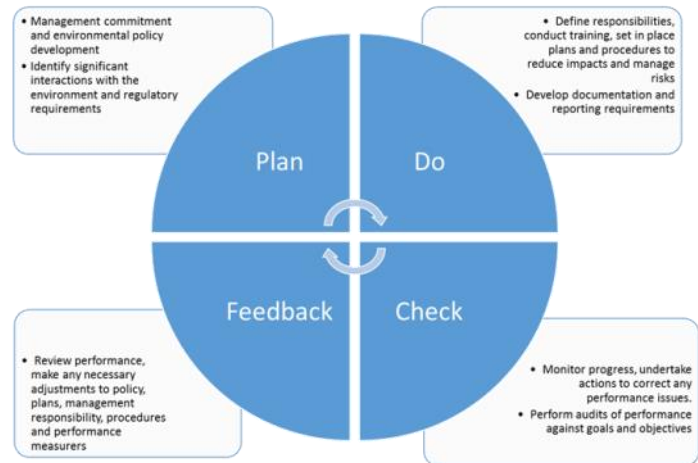
Once you are registered with us you will have access to our rich content online, including detailed information related to your sector, in addition to our promotional services.

Environmental Management Systems: A Guide for SME Exporters

As an exporter, improving the management of your environmental performance can lead to a number of business outcomes. If you can produce using less resource, less energy and creating less pollution, this will typically reduce your costs of production. Environmental management can also enhance relationships with your community, regulators and employees. A structured management approach enables your company to respond credibly and quickly to questions from customers and consumers about your environmental impacts and activities. In addition to meeting government regulations, evidence indicates that Canadian consumers are increasingly factoring social and environmental performance into their purchase decisions.

4 Steps to Implement Your Environmental Management System
<ol style="list-style-type: none"> 1. Develop environmental goals/policy and analyze environmental impacts and legal requirements. 2. Set environmental objectives and targets and establish programs to meet them. 3. Monitor and measure progress in achieving the objectives and ensuring employees' awareness and competence. 4. Review the progress of your EMS and make continual improvements.

Figure 1 the EMS Continuous Improvement Cycle



This excerpt is taken from TFO Canada's new guide on "Environmental Management Systems", which is available for download to registered members at www.tfoCanada.ca/mjp.php.

The Case for Removing Trade Barriers in Canada's Food Sector



Anyone who is involved in Canada's food industry knows that certain products, including beef, veal, cereals and commodities under supply management (milk, poultry and eggs), are nearly impossible to import into Canada. Despite doing well on overall rankings of trade restrictiveness, Canada's agricultural policies maintain

high trade barriers to these food items compared to other sectors.

After analyzing a number of economic scenarios, a recent report by the [Conference Board of Canada](#) finds that Canada stands to benefit from liberalizing its food trade through the removal of remaining import tariffs and quota restrictions and the rethinking of agricultural supply management policies. If such steps were taken through bilateral or regional Free Trade Agreements (FTAs), losses in the product areas currently protected would be offset by gains in all

other sectors and allow Canada increased access to fast-growing emerging markets.

Removing food trade barriers would thereby allow Canada to fully benefit from comparative advantage through international trade. Through increased trade, Canada can further concentrate on its export strength in food items that make best use of its available resources, like canola, wheat, lentils, soybeans and meat products.

In the same way, Canada can have better access to imported

food products that cannot be effectively produced within its borders, such as tropical fruits, fresh vegetables, wine and sugar. The net benefit to Canadian consumers would be a wider variety of more affordable food items and increased food security by offsetting Canada's vulnerability to adverse weather patterns that could affect the supply of food.

This excerpt is taken from a summary of the Conference Board of Canada's July 2013 report.

[Click here](#) to download the full summary.

Snapshot of TFO Canada Events

Roundtable for Trade Representatives in Toronto

January 22, 2015



Industry Presentation in Toronto

Alma Farias, TFO Canada Regional Representative for Ontario, organized this year's first information roundtable for trade representatives based in Toronto. The event provided an overview of TFO Canada's available services and included an industry presentation on "Marine Infrastructure and Packaging". The roundtable was attended by delegates from Brazil, Chile, Colombia, Ecuador, El Salvador, Jamaica, Malaysia, Peru, Trinidad & Tobago and Mongolia.

Market Access Initiative Seminars in Asia and Africa

January 29 - February 19, 2015



Zaki Munshi in Kampongcham, Cambodia

TFO Canada visited six countries in Asia and Africa to provide training seminars on Exporting to Canada and how to access the Canadian Market Access Initiative,

which offers least developed countries duty-free and quota-free access to the Canadian market. Zaki Munshi, Project Manager for Asia, led training seminars in Cambodia, Nepal and Bangladesh, while Amandine led seminars in Ethiopia, Tanzania and Rwanda. The seminars reached a total of 430 exporters.



Women producers in Dar Es Salaam, Tanzania

Market Entry Study Programme

January 21, 2015

On January 21st, Concordia University's team of MBA students presented their final Market Entry Study report to a Peruvian manufacturer and exporter of pisco. Wilfred Laurier MBA students have selected two client companies for their winter semester: a Bolivian manufacturer of alpaca blankets and Dominican Republic mango cluster. The teams will present their final reports in May 2015.

Planning Mission to Guatemala

February 23-26, 2015

Steve Tipman, TFO Canada Executive Director, and Lidia Karamaoun, Project Manager for Latin America, travelled to Guatemala for a planning mission in February. The objective of the mission was

to discuss future collaboration under TFO Canada's [Canadian Market Access Services](#) programme with Guatemalan partners including [AGEXPORT](#), [VESTEX](#), [ANACAFE](#), the [Guatemala-Canada Chamber of Commerce](#) and the [Canadian Embassy to Guatemala](#).



Meeting with ANACAFE

Jewelry Designers Delegation from Dominican Republic

February 26-March 2, 2015



Group picture at TFO Canada's Head Office in Ottawa

In partnership with the Embassy of the Dominican Republic, TFO Canada welcomed a delegation of jewelry designers from Dominican Republic to Ottawa. Marysabel Gonzalez, Project Manager for Latin America and the Caribbean, delivered a presentation on TFO Canada's services for exporters and Marc Germain, Regional Representative for Quebec, lead the delegates on a retail tour of Montreal.

Malawi Tea Trade Mission to Toronto

March 1-9, 2015

TFO Canada hosted an incoming delegation of Malawi tea producers on their first visit to Canada. Alma Farias, Regional Representative for Ontario, led the delegation on a Market Familiarization Tour of Canada's largest business and consumer metropolis in Toronto. The producers also met with Amandine Gakima, Project Manager for Africa, to discuss further collaboration on export development activities.

Training Event for Ottawa Trade Representatives

March 11 & 12, 2015

TFO Canada hosted a training event for Ottawa-based trade representatives on March 11 (in English) and March 12 (in French). Marc Germain, Regional Representative for Québec, led an interactive session on "How to Capitalize on Trade Shows and Trade Missions to Canada". A special presentation was also made by Keith Mussar of [I.E. Canada](#) on the "New Safe Foods for Canadians Regulation" and its impact on exporters from developing countries. The trainings were attended by 32 commercial delegates from across Africa, Asia, Latin America and the Caribbean.



English Training March 11, 2015

Empowering Peruvian Mango Exporter to be Export Ready for the Canadian Market

As a small association of organic mangos in Peru, the Asociacion Agroecologica Tambogrande (AGROTAM) began looking for help to access the Canadian market. Despite having a competitive advantage of earlier mango harvesting seasons for its 200 producers located in Tambo Grande, within the Piura region of Peru, AGROTAM was unsure how to market their product for export to North America. In the spring of 2011, TFO Canada partnered with then Canadian International Development Agency (CIDA) and the Organization of American States (OAS) to launch a Market Access for Organic Mango project with AGROTAM.

TFO Canada Associate Charles Beresford, an expert in the fresh produce market, produced a detailed report for the producers with key information on the Canadian market for mangoes, including market access and customs requirements. In addition to the report, Charles together with Lidia Karamaoun,

TFO Canada Project Manager for Latin America, led a four-day export readiness training programme with the Peruvian producers on the opportunities and requirements for exporting organic mangoes to Canada. The workshop topics included product adaptation, technical requirements for compliance, and understanding the Canadian consumer.

Following site visits to the growers' orchards and packaging plants, Charles developed a tailored Export Strategy Plan for AGROTAM outlining specific technical and commercial recommendations for market entry to Canada. The plan included recruitment of three Canadian companies who participated in a Buyer's Trade Mission and visit to Expoinmentaria Trade Show in Peru during the fall of 2011. As a result of these initiatives, AGROTRAM secured a contract with Lider Export SAC of Peru, a commercialization and logistics expert. In collaboration with Canadian importers interested in the product, Lider Export was



AGROTAM Mangoes Packaging Plant in Peru

able to meet Canadian market entry specifications for organic mangoes.

Canadian buyers participating in the mission were able to visit Piura to see first-hand the growers' orchards, processing and packaging plants as well as Lider Export's logistics infrastructure. After the mission, La Huerta Imports of Canada established a supplier-importer relationship with AGROTRAM including shipment of 12 containers of organic mangoes that were sold at conventional prices to gain market share.

Today, two groups from within the AGROTAM network - APAPE, with 70 growers over 60 hectares and APAGRO, with 100 growers over 120 hectares - have continued to pursue the Canadian market. After selling out their mango crops for 2014-15, these grower groups are now preparing for the 2015-16 season. To date, AGROTAM producers have sold over 55 containers of mangoes in both the North American and European markets.

[Click here](#) to read the full story on our website.



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TFO Canada confronts the challenge of global poverty by promoting sustainable economic development through export information, advice and contact. 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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