



ATS Bulletin | Bulletin SEA

AGRI-FOOD TRADE SERVICE | SERVICE D'EXPORTATION AGROALIMENTAIRE

Inside This Issue

- ▶ Market Overview - Vietnam
- ▶ Competitive Trade Analysis – Mexico
- ▶ February 21 – 25, 2016, Gulfood 2016 (21st edition), Dubai, United Arab Emirates
- ▶ Government of Canada Delivers New Programs for Supply Management Sector

Trade Reports

Trend reports are available to Canada Brand members only. To register, please visit the [Canada Brand login site](#).

Market Overview - Brazil

Brazil's top agri-food and seafood imports in 2014 were wheat, malt, fresh or chilled Atlantic/Danube salmon, frozen French fries, and food preparations. Canada was Brazil's 15th largest supplier of total agri-food and seafood products in 2014, with a 1.4% share. This report provides a market snapshot of Brazil and information on production, trade and Brazil's expanding consumer foodservice industry.

Source: Agriculture and Agri-Food Canada (Oct 2015, 7 pages)

Inside the Netherlands - Fish & Seafood Trade

In 2013, the Netherlands was the 8th largest importer of fish and seafood products in the European Union and the 13th largest in the world. This report provides a trade summary and information on Canadian performance, retail sales and the top ten fish and seafood products imported into the Netherlands.

Source: Agriculture and Agri-Food Canada
(September 2015, 7 pages)

The Trans-Pacific Partnership - Opening Markets

Available documents provide a summary of the benefits of the Trans-Pacific Partnership by sector and by provinces/territories.

Source: Global Affairs Canada
November 2015, 4 pages each

Competitive Trade Analysis - Mexico

This report looks to highlight the major sectors in Mexico, and attempts to identify the best opportunities for Canadian exports.

Source: Agriculture and Agri-Food Canada
(September 2015, 25 pages)

Market Overview - Vietnam

With growing disposable incomes, Vietnamese consumers are seeking products that offer convenience. This report provides market snapshot and information on production, trade, retail and Vietnam's expanding consumer foodservice industry.

Source: Agriculture and Agri-Food Canada
(October 2015, 7 pages)

Events

For more information about an event or announcement, click on the title.

Manitoba Events

Manitoba Ag Days

Brandon, Manitoba - Keystone Centre
January 19-21, 2016

The Manitoba Ag Days show is an exposition of agricultural production expertise, technology, and equipment that attracts exhibitors and visitors from across Canada and the North Central United States.

NEW

Ag in the City

Winnipeg, Manitoba - The Forks Market
March 18-19, 2016

A two-day event that offers a chance to explore the vibrant and innovative world of agriculture. All members of the public are welcome to come discover how agriculture impacts our daily lives.

NEW

Continued on page 2.



Events

For more information about an event or announcement, click on the title.

Continued from page 1

Manitoba Events

Royal Manitoba Winter Fair

Brandon, Manitoba - Keystone Centre

March 28 - April 2, 2016

NEW

Centrallia 2016

Winnipeg, Manitoba

May 25-27, 2016

NEW

The Royal Manitoba Winter Fair is one of Western Canada's largest agricultural fairs and is one of only two fairs in Canada to receive Royal patronage from Queen Elizabeth II (in 1970).

The 4th edition of Centrallia will welcome more than 700 businesses from all over Canada and from more than 30 countries, World Trade Centres as well as chambers of commerce, and trade and investment agencies, making this an excellent opportunity to do business and learn about many aspects of trade.

Canada Events

35th Annual Guelph Organic Conference

Guelph, Ontario - Guelph University Centre

January 28 - 31, 2016

The 2016 event includes international speakers, seminars & intro workshops on key topics including: permaculture, organic production/certification, organic livestock & pasture issues, pollination & urban bees themes plus many, many other workshops which will help both producer and consumer. For further information, please visit the event website.

International Events

Winter Fancy Food Show (WFFS)

San Francisco, CA, USA,

January 17 - 19, 2016

NEW

Gulfood 2016 (21st Edition)

Dubai, United Arab Emirates

February 21 - 25, 2016

NEW

The WFFS attracts from 19,000 to 32,000 attendees from specialty foods, wines, gifts and department stores, supermarkets, restaurants, mail-order and other related businesses. For more information, please visit the event website.

Gulfood is one of the world's largest annual food and hospitality fairs, providing a trade and sourcing platform for exporters seeking new sales from the Middle East, Africa and South Asia. Gulfood attracts 80,000 trade visitors from over 170 countries/regions and will feature 4,500 exhibitors and 110 international pavilions. Funding and support may be available through a national industry association or provincial partner or through AAFC's AgriMarketing Small and Medium-sized Enterprise (SME) Program. Companies are encouraged to check with associations and provinces for funding availability prior to applying for funding through AMP-SME. For further information, please visit the [AAFC website](#).

Organic Expo 2016 (BioFach Japan)

Tokyo, Japan

February 10 - 12, 2016

NEW

BioFach Japan has taken place in Tokyo since 2001. It is the only exhibition in Japan for this sector. BioFach Japan as part of the Organic Expo is based on the proven and renowned trade show concept Biofach, which means that exhibitors can only exhibit with products fulfilling the unique and strict admission criteria. Organic Expo together with BioFach Japan presents a unique show for trade visitors from the wholesale and retail trade, import, catering and manufacturing from the organic industry. For more information, please visit the event website.

FoodEX

Chiba, Japan, Makuhari Messe

March 8 - 11, 2016

Agriculture and Agri-Food Canada (AAFC) welcomes Canadian exporters to the Canada Pavilion at Foodex Japan. With the opportunities around the Trans-Pacific Partnership (TPP), focus on organic products, and activities surrounding beer and wine products this event in Japan should not be missed. Funding and support may be available through a national industry association or provincial partner or through AAFC's AgriMarketing Small and Medium-sized Enterprise (SME) Program. Companies are encouraged to check with associations and provinces for funding availability prior to applying for funding through AMP-SME.

For further information, please visit the [AAFC website](#).

Check it Out

To find more events or other trade-related resources,
visit the Agri-Food Trade Service website

www.ats-sea.agr.gc.ca



News

Trans-Pacific Partnership (TPP)

Canada has successfully concluded negotiations on the Trans-Pacific Partnership, the largest, most ambitious free trade initiative in history. It is a comprehensive, economic, strategic and balanced agreement that will increase Canada's foothold in the Asia-Pacific, a region that is expected to comprise two-thirds of the world's middle class by 2030, and one-half of global gross domestic product (GDP) by 2050.

Agriculture and Agri-Food Canada's Agrimarketing Program

The AgriMarketing Program can support Small and Medium Sized Enterprises (SMEs) in implementing their international market export plans by providing up to \$50,000 non-repayable contribution. A full program guide for The Small and Medium-sized Enterprise (SME) component of the AgriMarketing Program's Market Development is located on our website, and provides information on how to apply. Eligible applicants include SMEs operating in the agriculture, agri-food, and fish and seafood sectors who have fewer than 250 employees and annual sales not exceeding \$50 million. Eligible Applicants must be legal entities capable of entering into legally binding agreements. Applications will be accepted on a continuous basis for activities to be undertaken and completed within the current fiscal year (April 2014-March 2015). Exhibiting at international tradeshow and participation in multilateral meetings and conferences may be eligible. Activities in Canada or the United States are not eligible under this program. For additional information, please call 1-877-246-4682 or visit the program website.

Agriculture and Agri-food Canada's AgrilInnovation Program

The Enabling Commercialization and Adoption Stream of the AgrilInnovation Program provides repayable contributions to approved industry-led pre-commercial demonstration, commercial or adoption projects and has an open system where applications can be submitted for review at any point until available support to accepted projects has been fully allocated.

Types of projects under the Enabling Commercialization and Adoption Stream:

- pre-commercial demonstration - projects involving the demonstration of an agri-innovation for which all necessary testing and piloting has been completed and the innovation is within 24 months of market or commercial operation;
- commercialization - projects in which agri-innovations will be introduced to the market at the successful completion of the projects;
- adoption - projects involving the adoption of innovative agricultural, agri-food or agri-based products, technologies, processes or services where recent innovations are adopted and adapted into recipients operations.

Government of Canada Delivers New Programs for Supply Management Sector

The Government of Canada announced new programs for dairy, poultry and egg producers and processors to assist them throughout the implementation of the Trans-Pacific Partnership (TPP) and the Canada and European Union Comprehensive Economic and Trade Agreement (CETA). Visit the website for all details.

- The Income Guarantee Program
- The Quota Value Guarantee Program
- The Processor Modernization Program
- The Market Development Initiative

Visit the website for all details.

Order Form

If you wish to receive any of the trade documents featured in this issue, register another member for the ATS Bulletin, or unregister from the ATS Bulletin, please follow the appropriate email link or make general queries using the information provided below.

Please include in the email your name, company, address, and phone number, as well as the details of your request.

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DID YOU KNOW?

It is estimated that approximately **half** of the value of primary agriculture production in **Canada** is exported.

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