



ATS Bulletin | Bulletin SEA

AGRI-FOOD TRADE SERVICE | SERVICE D'EXPORTATION AGROALIMENTAIRE

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Trade Reports

To view the full report, please click on the title.

Business Opportunities for Canadian Food Producers in the Upper Midwest Territory

This report highlights the factors that make the Upper Midwest appealing to Canadian food manufacturers, with consideration for focused distribution and business building. There are abundant reasons for Canadian food companies to consider the region, including the location and proximity, the food processing heritage and resources, the corporate headquarters of top food companies, the abundance of growing food categories, the distribution hubs, and the overall opportunities for Canadian businesses.

Source: Canadian Trade Commissioner Service (Nov 2015, 26 pages)

Blueberries in the European Union

The market for fresh blueberries in the European Union (EU) is demonstrating strong growth in terms of imported products over the last five years experiencing a compound annual growth rate (CAGR) of 21.5% from 2010-14. This report provides a trade overview, information on blueberries in the European Union including new product analysis and new product examples as well as information on standard for quality, packaging and labelling.

Source: Agriculture and Agri-Food Canada (March 2016, 12 pages)

Events

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

Manitoba Events

Centrallia 2016 Winnipeg, Manitoba May 25-27, 2016

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

Competitive Trade Analysis - Netherlands

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

Source: Agriculture and Agri-Food Canada (March 2016, 25 pages)

Dried Peas in China

Peas and pea product exports to China are expected to continue to increase as a result of an expanding middle class and the country's increasing consumption. This report provides details on China's trade statistics, economic drivers, consumer attitudes, retail environment and new product launches.

Source: Agriculture and Agri-Food Canada (March 2016, 11 pages)

Exporting to the EU - Guide for Canadian Business

The purpose of this guide is to provide Canadian companies, particularly small and medium-sized enterprises (SMEs), with an overview of European Union (EU) legislation affecting their exports to Europe.

Source: Canadian Trade Commissioner Service (March 2016, 96 pages)

many aspects of trade. Centrallia is a bilingual platform par excellence for international trade development and investment attraction, with a full pre-event and post-event support program aimed to help small and medium sized businesses be successful and make connections to grow their business globally. Centrallia is the perfect venue for any company looking for new opportunities or to learn more about growing its business locally, nationally and internationally.

Continued on page 2.



Events

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

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Manitoba Events

**Manitoba Food Processors Association (MFPA)
2016 Annual General Meeting, Industry Conference,
& Manitoba Taste Awards Gala**
Winnipeg, Manitoba
May 5, 2016

NEW

The Manitoba Food Processors Association will be hosting their 2016 AGM and Industry Conference day filled with information, networking and celebration! Take part in the activities or to showcase your products or services as a sponsor. See the website for further information regarding registration or speakers presenting at this year's Industry Conference.



Let's Talk Exports Cross Canada Tour 2016
Winnipeg, Manitoba
May 19, 2016

NEW

The world economy continues to bump along, with hot spots, not-spots and a few good economies in between. Has the global economy got a case of terminal weakness, or has the slow train reached its terminus? Attend Let's Talk Exports, your best opportunity to get the latest information on the global economy and its impact on Canadian businesses like yours.

You'll learn:

- the opportunities and risks for 2016-2017;
- the export outlook for your industry sector;
- tips to succeed in the global marketplace;
- and much more.

The 2016 cross Canada tour will be held in 11 cities across Canada or by Webinar on June 2, 2016.

Canada Events

Bakery Showcase 2016
Toronto, Ontario
May 1 – 3, 2016

Established in 1965, Bakery Showcase is Canada's largest baking specific event that includes a trade show, seminars & workshops and evening festivities. It has been designed to provide a forum where suppliers, bakers small and large and buyers of baked goods can meet on common ground and conduct business. Bakery Showcase it's over 4,250 industry professionals including bakers (retail, wholesale, commercial), grocery and foodservice outlets.

Showcase. In addition, Livestock Centre, Energy Centre, Modern Lifestyles Showcase, entertainment and educational seminars promise to be better than ever. The International Buyers Program is another feature that sets the CFPS apart from other shows of its kind. International guests and buyer delegations from over 50 countries are matched with the products, services and suppliers that they need.

CHFA West 2016
Vancouver, British Columbia
May 14 – 15, 2016

CHFA West is Western Canada's largest natural health and organic event. BC retailers will meet hundreds of natural health manufacturers, distributors, and brokers. With 65,000 square feet of innovative products, 650-plus industry-leading exhibitors, and a wide range of educational seminars, CHFA West is your chance to network, learn and grow your business.

NEW

BÉNÉFIQ 2016 (3rd Edition)
Québec, Québec
October 4 – 6, 2016

NEW

The only scientific and business gathering in Canada dedicated to health ingredients. BÉNÉFIQ is a unique, world-class event combining science with business. With a large socioeconomic scope, the event is a motor for innovation in its areas of excellence. Based on the successful previous editions, the organizers will offer once more a top level international event. Renowned speakers will lecture on current hot topics, a broad range of health ingredients suppliers will showcase their products, innovative technologies will be presented, and business meetings and networking opportunities will abound.

Canada's Farm Progress Show
Regina, Saskatchewan
June 15 – 17, 2016

The country's largest trade show is a dry land farm technology show that annually attracts 45,000 visitors from around the globe. It's the place to be for opportunity, innovation and excitement. Perennial favorite programs will include the demonstration areas, Innovation Showcase, Ride and Drive Test Area, New Innovations Showcase and the Antique Truck and Tractor

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



International Events

SIAL China 2016

Shanghai, China
May 5 – 7, 2016

With every year, SIAL China is increasingly consolidating its position as the leading trade show for professionals of the food and beverage industry in China. Exhibiting at SIAL China is the best way of advertising your products in China and Asia and of positioning them on the various import and distribution circuits: supermarkets-hypermarket, wholesale, retail, hotels and restaurants, etc.

Dairy - Deli – Bake Seminar & Expo 2016

Houston, Texas
June 5 – 7, 2016

Dairy-Deli-Bake is the largest show in the world serving several categories of actors in that sector. It's also the most focused show because it only targets the serious buyers, merchandisers, and executives who have a shared passion for food. Attendees include retail executives, buyers, merchandisers, directors, brokers, distributors, manufacturers, and others.

Taste of Canada Showcase - Season 6

Minneapolis, MN, USA
June 13-14, 2016

Taste of Canada is an agri-food buyer-seller forum where Canadian suppliers can showcase their food products in a tabletop setting while meeting one-on-one with pre-screened US importers, buyers and distributors from the retail and food service industries.

The Taste of Canada Showcase 2016 will be your opportunity to:

- Showcase your products at a full-day tabletop exposition.
- Attend pre-scheduled business-to-business meetings with buyers from the retail and food service industries from the Midwest US.
- Collect market intelligence through market presentations and store tours.

Food Taipei 2016

The 26th Taipei International Food Show

Taipei, Taiwan
June 22 – 25, 2016

Food Taipei is one of Asia's most important food shows and celebrated its 25th anniversary in 2015. The show itself has been the most popular platform for industry players to launch their products into the hottest Taiwan and overseas markets. In 2014, Food Taipei had almost 1,000

exhibitors and 2,000 booths, the exhibition include all kinds of ready-to-eat food items and distinctively Taiwanese produce, raw materials, processed and semi-processed products, such as indigenous Taiwanese tea, sub-tropical fruit, fish that are farmed using unparalleled technology, vegetarian food of various cuisine styles, and more.

62nd Summer Fancy Food Show (SFFS)

New York, NY, USA
June 26 – 28, 2016

NEW

The SFFS is the largest specialty food and beverage event in North America with 2,400 exhibitors from 80 countries & regions. This is an opportunity to meet senior representatives from every segment of the food service industry – retailers, restaurateurs, brokers, wholesalers, importers and other distributors of specialty-gourmet, ethnic, natural and organic food, snacks and beverages.

Salon International de l'alimentation (SIAL)

Paris, France
October 16 - 20, 2016



Held biennially in October, Salon International de l'Agroalimentaire (SIAL) in Paris is the largest food innovation exhibition in the world. SIAL 2014 had 6500 exhibiting companies representing 104 countries and over 155,000 visitors from around the globe. SIAL Paris provides an opportunity to explore world trends and innovation in the agri-food industry and meet agri-food professionals from all over the world, with conferences and events focusing on nutrition, design, retail, food service and ingredients.



DID YOU KNOW?

2016 is **International Year of Pulses.**

Canada is by far the world's largest producer and exporter of pulses with exports over **\$3.1 Billion in 2014.**

NEW



The **Global Analysis Group of Agriculture and Agri-Food Canada** publishes a variety of market intelligence reports to help Canadian suppliers understand world markets and compete internationally.

For more information or to join the distribution list and receive new reports as they are issued, contact: infoservice@agr.gc.ca

The **Canadian Trade Commissioner Service (TCS)** helps Canadian companies and organizations succeed globally. TCS provides on-the-ground intelligence, qualified contacts partnership opportunities and practical advice on foreign markets to help you make better, more timely and cost effective decisions in order to achieve your goals abroad. Creating a **TCS Profile** only takes a moment and gives you a personal link to business intelligence from around the world.



News

To view the full announcement, click on the title.

Government of Canada Improves Access to Cash Advances for Producers - February 5, 2016

Agriculture and Agri-Food Minister Lawrence MacAulay confirmed that new regulations are now in place that simplify access to cash advances under the Advance Payments Program (APP) and make the program more flexible for farmers. The regulatory changes were made possible as a result of amendments made to the Agricultural Marketing Programs Act in February 2015.

Government of Canada Invests in Canadian Beef - March 10, 2016

Agriculture and Agri-Food Minister Lawrence MacAulay announced an investment of over \$4 million to the Canadian Cattlemen's Association (CCA) for three innovative projects. These projects will support the industry with new and existing markets both at home and abroad.

Federal, Provincial and Territorial Agriculture Ministers Discuss Sector Developments - March 31, 2016

Federal Minister of Agriculture and Agri-Food Lawrence MacAulay and Alberta Minister of Agriculture and Forestry Oneil Carlier held a conference call with their provincial and territorial colleagues to discuss issues of importance to the sector and preparations for the Annual Conference of Federal-Provincial-Territorial (FPT) Ministers, which they will co-host in Calgary in July. Ministers discussed their upcoming Annual Conference. At the midway point of the current FPT agricultural policy framework, Growing Forward 2, governments are taking stock and engaging with the sector to build on successes and address challenges as they work toward the next policy framework.

Joint statement on the scope extension of the EU-Canada Organic Equivalence Arrangement - April 7, 2016

EU Commissioner for Agriculture and Rural Development Phil Hogan and the Honourable Lawrence MacAulay, Canadian Minister of Agriculture and Agri-Food, released the following statement:

"The Government of Canada and the European Commission are pleased to announce the scope extension of the EU-Canada Organic Equivalence Arrangement (EUCOEA) which enters into force today. After 5 years of successful implementation of the EUCOEA, we have agreed to extend the scope of the products that can be traded under mutual recognition..."

Agriculture and Agri-food Canada's AgrInnovation Program

The Enabling Commercialization and Adoption Stream of the AgrInnovation 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.

For additional information, please call 1-877-246-4682 or visit the program [website](#).

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. Activities in Canada are not eligible under this program. *Now including market activities in the United States.* For additional information, please call 1-877-246-4682 or visit the program [website](#).

Order Form

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General Inquiries:

Agri-Food Trade Service

Phone: 204-259-4189

Fax: 204-259-4088

Email: ATSBulletinSEA-MB@agr.gc.ca

Midwestern Regional Office (Manitoba)

Bob Nawolsky

Regional Director
204-259-4068

bob.nawolsky@agr.gc.ca

Nathalie Leroux

Deputy Director
204-259-4120

nathalie.leroux@agr.gc.ca

Roselyne Sawka

Administrative Officer
204-259-4111

roselyne.sawka@agr.gc.ca

Dave Wasylyshen

Senior Marketing and Trade Officer
204-259-4107

dave.wasylyshen@agr.gc.ca

Jacqui Davidson

Market Development Officer
204-259-4067

jacqui.davidson@agr.gc.ca

- Livestock
- Supply Management
- Special Crops
- Corporate support

Irene Hanuta

Senior Marketing and Trade Officer
204-259-4025

irene.hanuta@agr.gc.ca

Hector Urbina

Marketing and Trade Officer
204-259-4063

hector.urbina@agr.gc.ca

- Food Processing
- Grains and Oilseeds

Colin LeNeal

Senior Marketing and Trade Officer
204-259-4062

colin.leneal@agr.gc.ca

Pierre Cormier

Market Development Officer
204-259-4064

pierre.cormier@agr.gc.ca

- Special Crops
- Pulses
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