
SUMMARY

Canada has a long history of being a successful trading nation and the agri-food industry has played an important role in that history. As a continuation of this role, the Canadian government has set a minimum target of \$20 billion worth of agri-food exports by the year 2000, a 33% increase over the \$15 billion worth of exports recorded in 1994, or better, a 3.5% share of the global agri-food market. To meet either of these targets, Canada's agri-food businesses will need additional external investment. Canada has long recognized that external investment has a vital role to play in developing the country's vast potential and it welcomes international partnerships.

The Canadian agri-food sector offers investors an opportunity to develop and test new food products in an environment characterized by technological excellence, abundant natural inputs as well as sophisticated and demanding consumers.

As one of the world's leading producers of food commodities, Canada enjoys a plentiful and secure supply of raw materials for food processing.

Canadian consumers have shown themselves to be highly receptive to new products.

The North American Free Trade Agreement gives agri-food businesses located in Canada preferential access to the entire North American market of 370 million consumers — the richest and most innovative in the world.

And international investors are free to develop whatever arrangements best suit their requirements. For example, foreign investors may wish to license technologies, form joint ventures to expand processing capabilities, or enter into co-marketing agreements. Alternatively, they may wish to create entirely new facilities for product research, development and testing.

This is an ideal combination for any investor looking to take advantage of emerging opportunities in the global agri-food business.

Note: Unless otherwise stated, currency used is Canadian dollars.