



## Elevator pitch – Agriculture, Food and Beverages ([www.doingbusinesswithcanada.gc.ca/ag](http://www.doingbusinesswithcanada.gc.ca/ag))

- ◆ The Canadian agriculture, food and beverages sector is recognized as one of the most dynamic in the world, featuring innovative management, cutting-edge research, and a well-established, predictable regulatory system.
- ◆ Canada's agriculture, food and beverages sector enjoys a global reputation for producing safe, high-quality food in an environmentally responsible manner. The industry has a globally admired food inspection system, the Canadian Food Inspection Agency.
- ◆ Canada is the world's 3<sup>rd</sup> largest exporter of agri-food products and the 5<sup>th</sup> largest exporter of fish and seafood.
- ◆ Canada exports agri-food products to more than 200 countries. Canada's major markets are the United States, Japan and Mexico.
- ◆ Value-added processed products now account for more than half of all exports. Food processing is the second largest contributor to manufacturing GDP in Canada.
- ◆ Canada is internationally-renowned for its ability to quickly adapt its products to meet the needs of food consumers and buyers, and to provide access to abundant supplies of the highest-quality ingredients in the world.

◆ What are the company's strengths and expertise?

◆ How can this company help our Canadian client implement its International Business Development strategy?