

WINES

Ontario and British Columbia are also known for their wine industries. They have become increasingly successful in developing and marketing varietal wines under a Vintner's Quality Assurance program, adopted by many new independent firms which have emerged to meet increasingly sophisticated tastes of consumers.

MEAT & POULTRY

Canada's meat and poultry industries are concentrated in Alberta, Ontario and Quebec. The sector has gone through a period of restructuring and consolidation over the past decade and this has led to the development of important meat and poultry trading centres in these regions. It has also allowed Canada to secure a reliable source of raw materials for meat processing operations.

The meat industry produces more than Canada requires for its domestic consumption and this guarantees an ongoing and dependable supply of products for export markets. As a result of careful efforts over time, Canada has built a solid international reputation as a high quality supplier to world markets. The know-how of Canadian livestock producers and meat processors and the application of state-of-the-art technology have both contributed to this reputation for excellence.

The poultry industry is largely domestically oriented and has become a highly sophisticated part of the agri-food sector. It has been growing in recent years in response to stronger domestic demand for poultry products.

Diversification of retail and food service meat products and growing exports of fresh and frozen meats and of further processed meats have increased the critical mass of investment and production in recent years.

DAIRY PRODUCTS

Quebec is Canada's leading province in dairy production, processing and dairy food science. It alone accounts for nearly half of the country's dairy production and processing. Other major dairy production and processing regions are to be found in Ontario, Nova Scotia, Alberta and British Columbia. The city of St. Hyacinthe, Quebec is the centre of an important industrial cluster specializing in the dairy industry and food science. More than a centre for dairy, meat and food ingredient research and development, the region is also an incubator for new advanced food technology firms and producers of bio-ingredients. More than 50 food processing firms and research organizations are now located in this region. These, in turn, are linked to other institutions and firms in the Quebec City and Montreal regions.

CEREALS

Cereal grain and oilseeds production and processing are concentrated in the Prairie provinces of Alberta, Saskatchewan and Manitoba and in Eastern Canada in Ontario. The processing industries include wheat, corn and oat milling; malting; and biscuit, breakfast cereal, pasta, gluten, starch and

**Canada and the United States:
A Unique Market Relationship**

