

## Trade Opportunity Crops Up for Alberta Farm

Reid Hill Farms of Vulcan, Alberta, has watched its exports grow, thanks to a lead provided by the International Business Opportunities Centre (IBOC).

The Centre approached Reid Hill President Allan Graff, with an opportunity to supply his organic grain to Juvel Kvarn AB, a flour mill in Goteborg, Sweden. This single telephone call set in motion a lasting relationship with a new customer, something Graff doubts would have happened if it wasn't for IBOC.

"Though I export about 95 per cent of my crops, I hadn't thought of Sweden as a potential market," says Graff. "But IBOC changed that. They had matched the customer's need with a potential Canadian supplier and came up with my name. I sent the contact some grain samples, negotiated the wheat price and the freight cost, and we haven't looked back since."

To date, Graff has shipped approximately 660 tonnes of organic hard red spring wheat – the equivalent of 33 train cars – to the Swedish flour mill. "Our contact in Sweden has been a very honourable man to deal with and I hope he thinks the same of me," he says. "And that's what makes for good trade relations."

Reid Hill Farms' business opportunity was set in motion by Ulla

Hansson, a commercial officer with the Canadian Embassy in Stockholm. After receiving a request from Juvel Kvarn AB for names of potential Canadian suppliers, she asked IBOC to supply her with a list. Searching a variety of databases and working with a vast network of business contacts, IBOC came up with Graff's name, among others.

"The call was totally out of the blue," adds Graff. "But I was able to fill the order with no problem. It has opened up a whole new market for us."

IBOC works with Canada's trade commissioners around the globe to match Canadian companies with trade and investment opportunities and strategic partnerships worldwide. As the sourcing centre for Team Canada Inc, the federal government's network of export service providers, IBOC also works closely with a number of government organizations, including the Department of Foreign Affairs and International Trade, Industry Canada, Agriculture and Agri-Food Canada and the Canadian Commercial Corporation.



### Quick Facts

Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5,000 Canadian firms have been in contact with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases, as well as a large network of business contacts across the country, to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc.

Want to learn more? Visit IBOC's Web site at [www.dfait-maeci.gc.ca/iboc-coai](http://www.dfait-maeci.gc.ca/iboc-coai)



### Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4946 (613-944-4946, from the National Capital Region).