

FEDERAL GOVERNMENT SUPPORT

At the federal government level, government departments assist industry in:

- securing practical and targeted market information;
- acquiring and adapting technology;
- developing new products and processes;
- upgrading the human resources base;
- building strategic alliances and partnerships; and
- developing export markets.

As the lead federal department responsible for support of the food and beverage processing sector, Agriculture and Agri-Food Canada (AAFC) is highly active in the area of research and development, in partnership with industry. The Agri-Food R&D Matching Investment Initiative is a way to increase collaborative research activity with the private sector. Under the initiative, the department will contribute equally with private sector partners to fund joint agri-food research, ensuring that the research meets industry priorities and that the process of transferring technology is accelerated. It is expected that the combined total of private and public money available for R&D because of this program will triple from about \$20 million in 1995 to about \$60 million in 1999. AAFC is also very active in ensuring the production of safe and high quality food products for Canadian consumers and international markets.

Access to these services and programs is provided in all regions of Canada through Canada Business Service Centres and other government offices situated in major Canadian cities from Vancouver to Halifax.

In addition to the programs that apply across Canada, investors should be aware that further investment assistance may be available through federal regional development agencies such as Western

Economic Diversification Canada; the Federal Economic Development Initiative for Northern Ontario (FEDNOR); Atlantic Canada Opportunities Agency (ACOA); and, Canada-Quebec Subsidiary Agreement on Regional Development (FORD-Q). These agencies can provide financial assistance for start-up activities, market research and promotion, feasibility studies and new product development and process innovation.

PROVINCIAL & MUNICIPAL GOVERNMENT SUPPORT

Canadian provinces and large municipalities are active in promoting their own jurisdictions and competitive advantages and, in most cases, offer various services to prospective international investors. These services are often complementary to those available from federal agencies and departments. There is also the flexibility to assemble customized packages of company-specific assistance from more than one level of government.

Provincial agriculture, fisheries, food, and economic development departments are also active partners in Canada's food research and development network. Provincially funded R&D is conducted at universities, research institutes and food technology development centres. Some provinces also support and manage food processing "incubators" to assist in the commercialization of new products and processes and to assist new food processing enterprises in getting established.

Most of Canada's provincial governments have identified priority areas for investment in the processed food and beverage sector according to regional market opportunities and comparative advantages and have developed investment strategies accordingly. They are prepared to assist potential investors by providing detailed information on regional markets, cost and availability of manufacturing inputs, transportation infrastructure, provincial taxation regimes and investment incentives.