

One of the great success stories of Canadian agricultural innovation is canola oil. This entirely new crop was first developed in 1978, by two Canadian scientists. Dubbed "canola" from "Can" (for Canada) and "ola" (for oil low acid), the crop in a liquid oil form is highly nutritious. Canada has very successfully tapped into the global canola market, doubling its exports of canola oil and canola meal over the past ten years, from 1.73 million tonnes in 1999 to 3.4 million tonnes in 2008 – 2009.<sup>3</sup> Canada now accounts for about 75% of the world's canola trade.



In 2009, the Canadian subsidiary of Minneapolis-based **Cargill Inc.** established a new specialty canola research and production centre in Saskatchewan.

In 2008, Michigan's **Kellogg Co.** opened a \$97-million Ontario plant, its first in North America in 20 years, to produce its cereal products.

In 2008, Massachusetts-based **Twin River Technologies Inc.** invested more than \$150 million in a Quebec canola seed and soybean crushing plant.

### Niche Areas of Excellence

Along with Canada's top agri-food exports (cereals, canola seeds, vegetables, and meat), Canadian niche products are also capturing the world's attention.

Canada is recognized for its excellent wines. British Columbia alone has won over 950 medals in international wine competitions. With its cool climate, Canada has become the world leader in ice wine production. There are about 50 wineries in British Columbia and Ontario that produce superior ice wines that meet the Vintners Quality Alliance's strict growing and production standards.

In the area of food storage and packaging, Canadian innovation has produced some of the most advanced techniques for fresh food products. One example of Canadian

innovation is the fermentation process to expand the shelf life of kimchi, the Korean staple dish, from one month to a full year without pasteurization or preservatives. Thanks to this Canadian technology, kimchi can now be eaten as a fresh and tasty dish all year round, with improved safety over the traditional process.

In 2009, Massachusetts-based **Ocean Spray International Inc.** began constructing its \$90-million cranberry farm in eastern New Brunswick.

In 2009, Denmark's **Aqualife Logistics A/S** ramped up its operations in Halifax, to increase exports of live shellfish to expanding European markets.

In 2008, the Canadian subsidiary of French multinational **Royal Canin S.A.S.**, one of the world's leading speciality pet-food manufacturers, announced the opening of a new \$73-million pet nutrition manufacturing facility in Guelph, Ontario. This state-of-the-art facility is the first of its kind to manufacture therapeutic dog and cat nutrition.

### KEY VALUE-CHAIN STRENGTHS

- Primary agricultural production
- Food and beverage processing
- Product manufacturing
- Wholesale and retail distribution

### KEY SEGMENT STRENGTHS

- Meat
- Dairy
- Bakeries and tortilla
- Fruit and vegetables
- Grain and oilseed
- Functional foods and nutraceuticals
- Animal food
- Breweries
- Sugar and confections
- Seafood
- Soft drinks and ice wine
- Distilleries
- Wineries

<sup>1</sup> KPMG. *Competitive Alternatives 2010*. Agri-food sector profile. p. 13.

<sup>2</sup> Invest In Ontario. <<http://www.investinontario.com/food/default.asp>>. Downloaded March 22, 2010.

<sup>3</sup> Statistics Canada. *Cereals and Oilseed Review 2009*. Figures are for crop year August 1 – July 31.