

Agriculture and Agri-food Canada

Agri-food Trade Service (ATS) has been developed as a single window to a complete package of federal services that assist Canadian agri-food exporters directly — or that serve to identify and take advantage of opportunities in foreign markets. No more searching through a maze of numbers at Department of Foreign Affairs and International Trade (DFAIT) or Agriculture and Agri-Food Canada: both departments are partners in this service!

A single phone call to ATS means access to:

- **Customized market information and intelligence** provided by the Agri-food Trade Network, a Canada-wide, operator-assisted computer information system, and by Agri-food specialists stationed in key markets around the world. Hundreds of experts, libraries and data banks are ready to provide enhanced information and advice to industry on trade opportunities. ATS which can provide a wealth of market reports is arranged by country and commodity.
- **Agri-Food Trade 2000** is a vital component of the ATS, amalgamating previous contribution programs for trade and market development; the major portion of its budget is channelled to market development initiatives through industry associations or alliances.
- **New Look Materials** tell international customers that Canadian foods and beverages are made in the spirit of the land — natural, wholesome and pure — and meet their highest expectations for quality, purity and safety. The new look provides a uniform and enhanced presence for Canadian agri-food products in export markets.
- **Industry Trade Shows and Food Promotion:** DFAIT and Agriculture and Agri-food Canada have joined forces to mount sophisticated international trade show exhibits and food promotions. Training is also provided to make sure that Canadian agri-food firms are properly prepared for these events.
- **Export Training** is aimed at increasing the number of Canadian firms that are export-capable and export-ready. Agriculture and Agri-food Canada, in cooperation with the provinces, is developing teaching materials to form the basis of a specific agri-food export training system.
- **New Exporters Program to Latin America** will increase and diversify Canadian agri-food exports by encouraging and preparing potential new exporters to the Latin American region. Also included in this initiative are information and training, in Canada or on site, as appropriate.
- **A Team Canada Approach** with a proven track record to ensure that Canada reaches its goal of C \$20 billion in exports by the year 2000. Our international business strategy means better coordination of federal and provincial activities tailored to industry needs, including the design of the new image to market Canadian food products abroad.