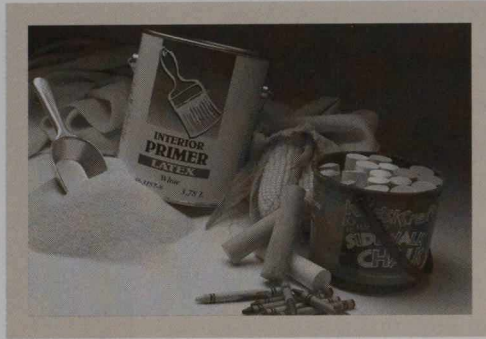


AGRICULTURAL PRODUCTS, AGRI-FOOD AND SEAFOOD

- ▶ 2000 sales over \$110 billion
- ▶ Exports of \$24 billion
- ▶ Employing one in seven Canadians



World agriculture today is being shaped by powerful change. New concerns about food safety are changing markets. Citizens are increasingly concerned about the environmental impacts of agriculture.

Technological advances are changing products and production techniques. NAFTA and the WTO Agriculture Agreement have opened new markets and reduced unfair subsidies.

Today, Canadians are positioned to compete and win globally. Boasting world-class management, our agriculture and agri-food sector is fueled by innovation and squarely based on the highest standards of food safety and environmental protection. Investments in science and innovation have dramatically increased the sector's productivity and given world consumers a secure supply of high-quality food. Our food inspection system is internationally recognized as being among the best in the world and key to our reputation as a producer of safe, high-quality food.

Continued Canadian investment into new products, new production techniques and environmentally sound agricultural practices will be key to realizing the sector's global opportunities in the years ahead.

*In the remote woodlands of La Ronge, Saskatchewan, **Kitsaki Meats** has built an international reputation as a leading producer and exporter of superior meat products and as the world's biggest and most successful producer and supplier of organic wild rice. Kitsaki's Organic Wild Rice is sold throughout North America and in Germany, the Netherlands and the U.K. To the Cree Indian Tribe that controls the company, Kitsaki has emerged as a model of community empowerment for Indigenous people around the world. The La Ronge Band has been producing wild rice for 26 years and Kitsaki Meats has been marketing its Northern Lights brand since 1998.*