

VEGETABLE OILS

Canada is internationally known for the development of canola, a superior oilseed, as well as many products derived from canola. Canola oil has become a popular vegetable oil worldwide, both for direct consumption and for use as an ingredient in many processed food products. Research and development under way in Canada will lead to new edible oils with superior nutritional properties, as well as a new array of non-edible vegetable oil products for industrial use.

MEAT AND ANIMAL GENETICS

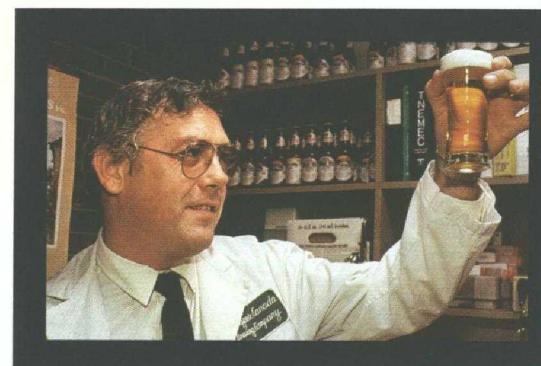
Canada is a high-quality supplier of meats to world markets. The experience of Canadian livestock producers and meat processors and the application of state-of-the-art technology have contributed to Canada's reputation for excellence. Canada continues to develop new processing technologies in areas that include finished product handling, preservation and packaging. Canadian firms export both technology and consumer products, often to non-traditional markets.

With 16 per cent of the world market, Canada is the world's second-largest pork exporter (\$621 million in 1994). The strength of these sales is based on Canadian pork producer's efficient production methods, access to economical feed, modern technology, strict inspection standards and superior breeding stock. Canada's cattle-breeding genetic exports are rising; semen exports were over \$30 million in 1994, and embryo exports are approaching \$5 million.

Canada's meat processors specialize in products made from red meats, including beef, veal, pork and lamb. Meat processing companies make a wide variety of meat products ranging from fresh or frozen meat to processed, smoked, canned and cooked meats, as well as sausage and deli meats.

PROCESSED FOODS AND BEVERAGES

The Canadian processed food and beverage industry has grown significantly during the first half of the 1990s. The value of annual exports increased by \$2 billion between 1990 and 1994.



Meat and poultry products top the list of shipments by Canadian processors, followed by dairy and cereal products, including flour, baked goods, breakfast cereals, feeds and pasta. Other important exports include wines and spirits, fruits and vegetables, seafood products, soft drinks, confectioneries, vegetable oils and snack foods.

Canadian companies make good partners. While Canada's larger processors ship a variety of foods, many smaller firms have become competitive by using flexible processing equipment and adaptable production facilities. This flexibility often allows them to produce a variety of products. By adjusting production facilities, smaller firms can process private-label brands for retailers and other manufacturers under co-packing agreements, and respond more quickly to specialized product and market opportunities.

RESEARCH AND DEVELOPMENT

Canadian advances in food and beverage processing have been second to none. Canadian universities, industry-funded centres of excellence and government research institutions all conduct research and development, and all collaborate closely with researchers in individual firms.

The cost of R&D in Canada is very competitive. In addition, Canada's academic and government research institutions house an impressive array of research professionals in food sciences and related disciplines. These institutions are linked through the Food Network of 12 universities and 18 federal and provincial government food research facilities. Together, they create multidisciplinary research teams.

Canadians are clearly the main beneficiaries of such a dedicated approach to technological innovation in the food and beverage industry. But because this industry welcomes investment in Canada and partnerships abroad, entrepreneurs and consumers in other countries are also taking advantage of Canadian advances in this field.

