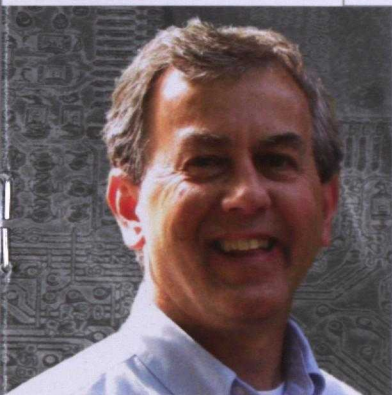


Agri-food



"We look forward to continuing the partnerships we have forged in Rogersville and the rest of New Brunswick in the future. Canada opened its doors to Ocean Spray and provided a perfect location and supportive environment where we can profitably grow our business."

Bill Frantz
Project Manager
Ocean Spray

- Canada is a major agri-food player at the global level. It shipped processed food and beverage products valued at \$80.2 billion in 2007, with \$19.3 billion in exports shipped to over 180 countries.
- According to KPMG's *Competitive Alternatives 2010*, Canada ranks #1 in the G7 for low food processing costs.
- Canadian cities such as Montréal, Ottawa, Québec City, Sherbrooke, Toronto and Waterloo offer some of the lowest agri-food business costs on the continent.
- Canada, with its strict animal health standards and quality grading systems, produces wholesome livestock consumed around the world. Canada is also the world's third-largest exporter of pork and the sixth-largest exporter of beef.
- Canada has a strong functional foods and natural health products industry, which generates over \$3.7 billion in annual revenues.
- Each year, Canada's grain and oilseed processing sector supplies over 3.5 million tonnes of wheat, oats, corn, barley and milled grain products to about 30 countries.

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. Canada now accounts for about 75% of the world's canola trade.

