

Canada is world renowned for the production of high-quality agricultural commodities and inputs that are used to support Canada's food-processing and industrial-agriculture sectors. Strong agricultural production supports other links along the value-chain including the feed industry, biofuels production, live animal production, processed foods, and ingredients for beverage processing, such as malt barley and rye. Top-quality grain products complement a meat-products industry founded on the highest-quality livestock. Strict animal health standards, combined with scientifically-developed animal care and feeding systems, as well as state-of-the-art processing technologies, allow the Canadian industry to provide customers with wholesome, great-tasting meat products.

Innovative and sustainable seafood management practices have transformed Canada into a world leader in the fish and seafood sector. As many as 160 products from three oceans are exported from Canada to more than 130 countries in fresh, smoked, canned or frozen form.

No fewer than 120 food-product crops are grown across Canada, from internationally identifiable fruits and vegetables, to unique sub-species such as fiddlehead greens and Saskatoon berries, to world-famous Canadian maple syrup. Canada's wine industry continues to gain international respect and recognition for its strict quality standards introduced by the Vintners Quality Alliance (VQA). Canada is the world's largest producer of "ice wine", a sweet dessert wine deriving its unique taste from grapes harvested frozen from the vines. Canadian rye whiskey is as legendary around the world—and as ubiquitous—as Canadian bacon.

KELLOGG: CANADA'S COST AND TRANSPORTATION ADVANTAGES

Kellogg Canada, a division of Kellogg International and the leading manufacturer of ready-to-eat cereal in the country, has the distinction of having been an integral part of the Canadian food-processing environment since 1914. In the fall of 2006 it went looking for a location for its first new plant in 20 years, and the unanimous choice was Belleville, Ontario, where a combination of civic support and access to transportation were cited as reasons for building a new, 18,580-square-metre cereal production facility that will employ 100 individuals.

"The Belleville site was the right choice for a number of reasons including convenient transportation routes, total cost to manufacture and the welcome we've received from the City of Belleville, the Bay of Quinte Region and the Province of Ontario," says Jeff Montie, President, Kellogg North America. "We'd like to thank the City, Region and Province for their cooperative spirit and outstanding partnership with Kellogg."

