



Market Development: The department promotes increased sales of Canadian agriculture and agri-food products by:

- identifying priority and emerging markets for industry;
- helping industry develop strategies to maximize export trade;
- providing services and programs that promote export growth and market readiness in both products and companies;
- identifying and analyzing opportunities for industry to capture higher-value processing opportunities
- fostering a more integrated supply chain management approach all along the food system; and
- helping the industry maximize the benefits from opportunities in the domestic market.

Investment: AAFC seeks to improve Canada's agriculture and agri-food investment climate by:

- developing of a federal/provincial agri-food investment strategy in close partnership with the provinces;
- identifying and promoting opportunities for domestic and international direct investment;
- supporting related alliances in the Canadian agriculture and agri-food sector;
- encouraging strategic alliances to favour the acquisition of "intangible" assets such as technology and marketing expertise; and
- providing services, advice and adaptation mechanisms to support domestic industry with a view to increasing its capacity and capability to supply internationally competitive products.