

Calendar of Agriculture and Agri-Food Events

(Partial listing of events)

February 1997	
Toronto 16-27 February	Food and Beverage Canada Show
Toronto 16-18 February	Agri-food Specialists from Asia Pacific, some with accompanying food buyers missions, will visit Canada for a series of Round-Table seminars and information sessions.
Montreal, Maritimes, Manitoba, Saskatchewan, Alberta, Vancouver. Montreal February	Asia Export Platform. Workshops to train exporters new to Asia Pacific markets
Victoria 26-27 February	Canadian Federation of Agriculture, Annual meeting
March 1997	
Vancouver 8-11 March	Saskatchewan Food Processors - Asia Pacific Study tour to Vancouver in conjunction with the Asia Pacific Foundation
Vancouver 9-10 March	Grocery Showcase West Incoming buyers missions from Japan and Taiwan
11-21 March	Agri-Food Trade Team Canada mission to Japan and Indonesia with Minister Goodale.
Hong Kong	Hofex 97 One of Asias two most important food shows
St. John's, Nfld. Halifax Charlottetown Fredericton, 17-24 March	Asia Pacific Trade Week in Atlantic Canada
May 1997	
Montreal 9-10 May	APEC Trade Ministerial Meeting
Toronto 12-13 May	Canada-Japan Business Council annual meeting 20th anniversary
June 1997	
Winnipeg 3-5 June	Canada-Taiwan Business Association
Canada	Mission from the Taiwan Council of Agriculture to learn more about the capabilities of Canadas agri-food sector. Held in conjunction with the Canada-Taiwan Business Association.
Toronto 9-11 June	APEC Environment Ministerial Meeting on Sustainable Development
Victoria 22-24 June	APEC Transport Ministerial Meeting
July 1997	
Canada	ASEAN Food Buyers mission (BC/Alta., Ont./Que.) Key importers and retail organizations from various ASEAN countries come to Canada.
August 1997	
Edmonton 26-27 August	APEC Energy Ministerial Meeting
September 1997	
Alberta September	Beef/Meat Mission from Korea—Selected Korean organizations to meet Canadas producers
Saskatoon (tbc) 1-6 September	APEC Symposium on Food, Energy, Environment, Economic Development and Population (FEEEP)
Ottawa 18-19 September	APEC Ministerial Meeting on Small and Medium-sized Enterprises (SMEs)
October 1997	
Canada 1-8 October	Dairy Genetic Mission to Canada from Korea to introduce highly-placed Korean representatives to Canadian research organizations, artificial insemination facilities, breeders, researchers and Canadian agricultural policy-makers.
Ottawa	Canada-China Joint Agricultural Committee meetings
November 1997	
Vancouver November	APEC Economic Leaders' Meeting
Toronto November	Incoming Livestock Buyers Mission to Royal Winter Fair
November 28-December 6	Canada: Buyers Mission to Agribition 97. Incoming mission of Department of Agriculture officials from Philippines charged with implementing the Medium-Term Livestock Development Program and attendant purchases of breeding stock and livestock genetics.



In 1995, Canada exported almost \$1 million of frozen french fries to Taiwan and whiskey exports totalled \$3.5 million.

Seventy three per cent of Canada's agri-food exports to Thailand are wheat, with totals expecting to hit \$46 million for 1996.

Exports of Canadian pork to South Korea for the third quarter of 1996 alone were \$14 million. Total Canadian agri-food exports in 1995 were \$136 million.

Canadian wheat exports to Indonesia have seen a big increase from \$113 million in 1995 to \$276 million in the period from January to October 1996.

Canada's world agri-food exports in 1995 have increased 30 per cent in the past three years, to an all time record of \$17.5 billion. In the first nine months of 1996, exports jumped to \$15.5 billion almost 10 per cent over the same period in 1995.

Fruit Juice with a Canadian twist

A Rougemont, Quebec-based company is making inroads into the Asia Pacific fruit juice market. A. Lassonde Inc. produces 25 assortments of fruit juices in Canada and abroad. Employing more than 500 people, this successful fruit juice company generates more than \$136 million in annual revenues.

A. Lassonde Inc. exports 10 per cent of its production abroad, mainly to Asian countries such as Japan, Hong Kong, Singapore, Taiwan and Indonesia. The company is also active in China, thanks to a joint venture which allowed them to build two plants, one in the outskirts of Beijing and the other in the Province of Sichuan. A. Lassonde is also involved in the production of Tipco Juices in southern Bangkok, Thailand.

B.C. Beer is in Japan's Top 3

The third-best selling beer in Japan is brewed right here in Canada, by the Pacific Western Brewing Company. Ranking with such giants as Budweiser and Heineken, this Prince George, B.C.-based company is the only North American brewery to be certified to the ISO 9000 Quality Assurance Standard.

"Our business focuses on quality," says Kazuko Komatsu, President and Chief Executive Officer of Pacific Western Brewing Company, "and in Japan, Canada is quality."

Established in 1957, Pacific Western Brewing has a history of innovative products and specializes in private-label beers and bottled water. In addition to Japan, it currently exports to the United States, Argentina, Brazil and Russia and is actively seeking export opportunities in Korea, Thailand and the Philippines. Says Ms. Komatsu, exports are important to Canada... they create jobs.

The Pacific Western Brewing Company believes that a federal presence is required at foreign trade shows. "We appreciate the added traffic flow by being part of a Canada exhibit."



Japan is Canada's second largest market for agri-food exports after the U.S., consuming about 11 per cent of our exports. In 1995 our total exports exceeded the \$2 billion mark. From January to September 1996 Canada exported \$1.366 billion in agri-food products.

Japanese investors like the taste of doing business in Canada

IF YOU'RE PART OF CANADA'S AGRI-FOOD industry, you may not know a lot about it, but Keidanren (pronounced KAY-DAN-RAN) knows about you and likes what it has seen.

Keidanren is a private, non-profit economic organization which represents virtually all branches of economic activity in Japan. The Government of Canada hosted members of Keidanren last September on a fact-finding mission looking at the agri-food sector in Canada. They were evaluating opportunities for investment and trade between our two countries and they were impressed by the potential for both.

According to Keidanren, three areas offer attractive possibilities for business in the immediate future: private brand commodities (beverages, potato-based products, frozen baked goods), red meats, and wheat flour and wheat-based processed foods.

Their interest went beyond short-term business opportunities in agri-food and included a review of Canada's place in the vanguard of research in biotechnology and food safety. Potential for investment by Japanese companies was highlighted as well.

But to realize the potential for enhanced agri-food trade and investment, Keidanren cautioned that we have work to do in Canada, especially in increasing understanding by Canadian companies of the special characteristics of the Japanese market. Promoting Japanese-Canadian business contacts in a variety of agri-food sectors was also seen as critical.

It's good advice from a powerful source. At Agriculture and Agri-Food Canada, measures are in place to ensure that the sector remains globally attractive for investment.

For further information on CYAP:

<http://www.dfait-maeci.gc.ca/~cyap-acap>
 Note: As of February 17th, AAFC CYAP web site will be available at:
<http://www.agr.ca/cb/cyap/>
 or call
 (613) 944-4000 (National Capital Region)
 or
 1-800-267-8376

