

FOOD AND BEVERAGE PROCESSING

CANADA'S ADVANTAGES

Building on its abundance of high quality agricultural commodities and fresh water, Canada is one of the world's leading producers of food. It is a trading nation with a long history of success in international business. It is a significant source of innovation and expertise in agricultural research, biotechnology, and food processing. It has a well-educated and productive labour force supported by world-class transportation and one of the most advanced telecommunications networks in the world. It is within easy reach of the large and lucrative markets of the United States and Mexico.

Because of these advantages, international investment in Canada's food and beverage industry is growing. In fact, over the past five years, foreign investment in food and beverage processing has grown by almost 30 percent, much faster than in any other part of the manufacturing sector (see Figure 1). As far as international investors are concerned, Canada continues to be a choice location for future investment in food and beverage processing.

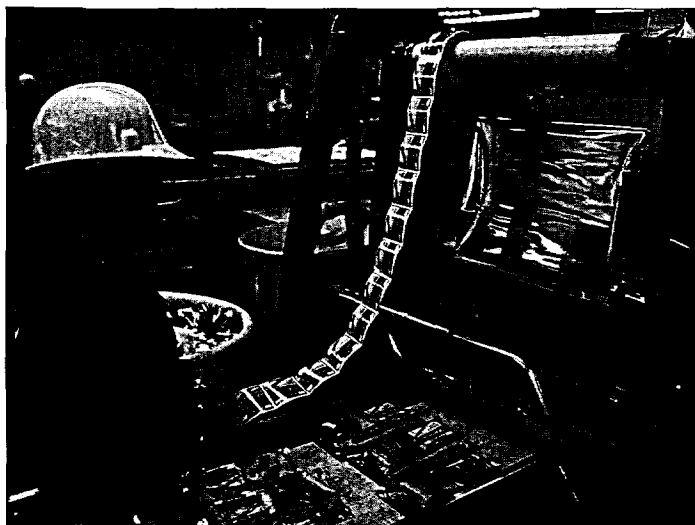
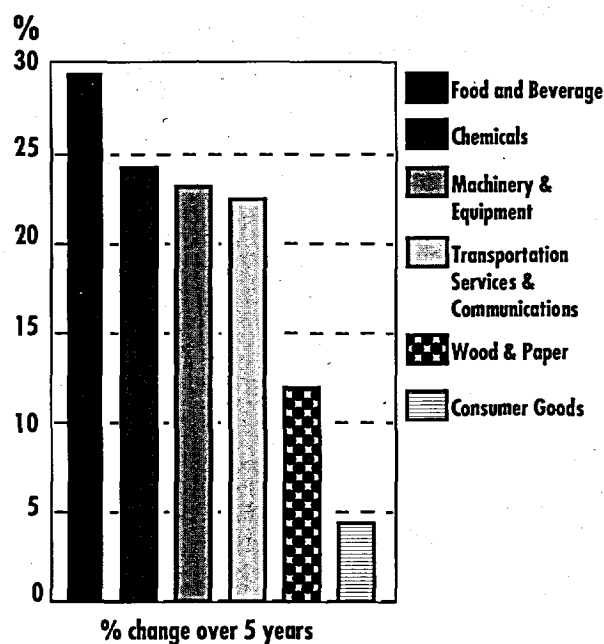


Figure 1.
Foreign Investment Growth,
1990-1994



Source: Statistics Canada, 1994.

AN INEXHAUSTIBLE SOURCE OF INPUTS

Canada's agricultural and fisheries resource base is immense. It is characterized by vast areas devoted to the production of grains, oilseeds, fruit, vegetables and other field crops. It has large dairy and livestock herds, highly sophisticated poultry production and a wide range of both wild and cultured fish and seafood. At the same time, a developed research infrastructure has emerged within a tradition of close cooperation between the public and private sectors. As a result, Canada offers an ideal environment in which to develop and promote new food products.