

# One phone call to your international trade connection: the Agri-Food Trade Service (ATS)

**A**S AN AGRI-FOOD EXPORTER, have you ever had trouble finding, understanding or accessing Canadian government services?

The Agri-Food Trade Service (ATS) has been developed as a single-window access to a complete package of federal services that assist Canadian agri-food exporters directly or point the way to opportunities in foreign markets. It also includes services designed specifically for the Asia-Pacific region.

A simple telephone call is all it takes to reach ATS. No more searching through a maze of numbers at the Department of Foreign Affairs and International Trade or Agriculture and Agri-Food Canada — both departments are partners in serving you.

A single telephone call means access to the following services and publications:

**Market Information** is provided by the Agri-Food Trade Network (ATN), an electronic network that provides access to agri-food trade information and related sources targeted to Canadian exporters. Information users can access the information online, through the Internet site or contact their local office of the Market and Industry Services Branch. Information is available through the ATN on trade leads, market information, trade rules, Canadian supply capability, trade shows and missions and federal government trade contacts.

**Post-Initiated Agri-Food Fund** is a fund which agri-food trade officers abroad can draw upon to pay for initiatives beneficial to exports from Canada. It provides a flexible, rapid-response funding mechanism for projects that don't fit into existing programs and enables trade officers to undertake projects that will contribute to agri-food exporters' success in their markets.

**New Exporters' Program to Asia Pacific and Latin America** is a service that will increase and diversify Canadian agri-food exports by encouraging and preparing potential new exporters for the Asia Pacific and Latin American regions. Also included in this initiative is the provision of information and training — either in Canada or on site, as appropriate.

**Agri-Food Trade 2000** is a vital component of ATS, amalgamating previous contribution programs for trade and market development; the major portion of the budget is channeled to market development initiatives through industry associations or alliances.

**Agri-Food Trade Symbol and Promotion Materials** tell international customers that Canadian foods and beverages are made in the spirit of the land — natural, wholesome and pure — and meet their highest expectations for quality, purity and safety. The trade symbol and promotional materials provide a uniform and enhanced presence for Canadian agri-food products in export markets.

**Industry Trade Shows/Food Promotion** is a service through which the Department of Foreign Affairs and International Trade, and Agriculture and Agri-Food Canada have joined forces to mount sophisticated international trade show exhibits and food promotions, e.g. Foodex in Tokyo, Hofex in Hong Kong. Training is provided to make sure that Canadian agri-food firms are prepared to get the most out of these events.

**Export training** is aimed at increasing the number of Canadian firms that are export capable and export ready. Agriculture and Agri-Food Canada, in cooperation with the provinces, is developing teaching materials to form the basis of an agri-food-specific export training system.

**A Team Canada approach** for our international business strategy means better coordination of federal and provincial activities tailored to industry needs, including the design of the agri-food trade image to market Canadian food products abroad. This approach will ensure that Canada reaches its goal of \$20 billion in agri-food exports by the year 2000.

For more details on ATS, please call the Ottawa ATS contact: Keith McFarlane, International Markets Bureau of Agriculture and Agri-Food Canada (613) 759-7687 or Kobra Mehrmanesh at (613) 759-7634 or your regional ATS coordinator.

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## Agri-Food Market Information on the World Wide Web: The Agri-Food Trade Network (ATN)

The Agri-Food Trade Network (ATN) is Agriculture and Agri-Food Canada's electronic system for export trade and marketing information and advice. It is one of the many initiatives of the Agri-Food Trade Service (ATS). Information products available on the Internet include:

- Market Information
- Trade Rules
- Canadian Suppliers
- How to Export
- Trade Shows and Missions
- Programs and Services

Check out our Internet site at:  
<http://atn-riac.agr.ca>

## Up to the Minute Trade Information... by fax

**A**GRIFOOD EXPORTERS in Alberta can now receive the latest trade information thanks to a new Fax-Back project being piloted in the Alberta region by Agriculture and Agri-Food Canada, in cooperation with Industry Canada and the provincial government. Exporters enrolled on the World Information Network (WIN) database automatically receive a bi-monthly list of the most recent market information. Clients simply check off the documents they wish to receive, and fax the order form back for the specific information to be sent to them as quickly as possible by fax.

"It's easy, no waiting on phone lines," says Devos Brokers and Consultants Inc. "I get only the reports I want," said Nakodo Consulting Inc. "It's timely, useful information," said Polar Genetics.

The pilot project has been so successful the service will be expanded across Canada by March 1997.

For more information contact: Karen Wronko (403) 495-6775 or Eric Granger (514) 283-3815.

## Canadian tomatoes in Japan

**S**ELLING HIGH-QUALITY FOOD should be a straightforward proposition — get a good, fresh product into a consumer's hand at a fair price and the deal is done. Unfortunately, it's rarely that simple when the food product crosses an international boundary. Take the case of Canadian hot house tomato sales to Japan.

Back in 1987, Japanese food brokers approached British Columbia hot house tomato growers about importing Canadian tomatoes. But the importers and growers discovered that the Japanese authorities had banned imports of tomatoes from any country where tobacco blue mould exists.

Canadian tomato crops have never shown signs of blue mould infection, but tomatoes and tobacco are from the same plant family and that was enough for Japanese officials

who were concerned about the potential for tomatoes being a pathway for tobacco blue mould.

But B.C. Hot House Foods Inc. and Agriculture and Agri-Food Canada weren't prepared to give up on such a potentially lucrative market. A series of comprehensive tests were designed and carried out to prove beyond any doubt that tomatoes grown in Canada could not be carriers of the offending tobacco blue mould.

A review by Japanese scientists confirmed the results and in September of 1996, after almost a decade of experiments and negotiations, Japan removed the ban on seven tomato varieties, including one grown extensively in Canada. Trial shipments have already gone from B.C. and Ontario to Tokyo and Osaka stores. The first results are encouraging.



"They've got the money and we've got the premium product," says Denton Hoffman from the Ontario Greenhouse Vegetable Growers' Association. "It should be a marriage made in heaven."

The future success of agri-food trade with Asia will be built by private industry and the Canadian government working as partners. In international trade, it's the best way to get the job done and the product sold.