



Canada is a leading producer and exporter in the increasingly sophisticated international food and beverage marketplace. Canada not only is the perfect place to shop for competitively priced products and technology, but also presents enticing investment opportunities and partners willing to form strategic alliances.

Capital investment in Canadian-based food and beverage processing is now more than \$2 billion a year. Over three quarters of the world's leading food and beverage companies have already invested in processing facilities in Canada. These corporations have recognized that Canada is the most lucrative investment location in North America. Offering an internationally recognized agri-food inspection system, Canada is committed to food safety and quality. Canada welcomes and encourages investment in its food and beverage sector with policies that promote business investment and growth.

In 1996, Canadian companies recorded \$19.95 billion in agri-food sales, mostly to customers in the United States, Japan, the European Union, China and Mexico. The industry set an export target of \$20 billion, which it expects to meet and exceed by the end of the decade. The secret to Canada's success has been a combination of high-quality foodstuffs and dramatically increased efficiency.



Under the North American Free Trade Agreement, Canadian-based agri-food companies have gained preferential access to the entire North American market of 386 million consumers. To serve this rich and demanding market, Canadian businesses offer first-rate, innovative products at competitive prices.

Canadian companies are committed to working in the international marketplace where the demand for value-added foods and beverages is booming, especially in emerging economies. Some sectors in which Canadian agri-food interests are internationally competitive are cereal grains, seafood and aquaculture, vegetable oils, meat and animal genetics, and processed food and beverages.

GRAINS AND OILSEEDS

With international sales of \$9.1 billion in 1996, Canada's reputation as a reliable supplier of high-quality grains and oilseeds is undisputed.

Canada produces a wide range of grains including wheat, durum, barley, corn, oats and rye. Oilseed production includes canola, flax and soybean. Many nutritionally and agronomically superior grain and oilseed varieties are emerging from ongoing research in Canada. This leading-edge research network is committed to giving Canadian processors competitive advantages. It has developed varieties of grains and oilseeds that possess superior protein composition and processing characteristics.

The development of canola oil is an excellent example of Canadian research efforts. It has become a popular vegetable oil worldwide, both for direct consumption and for use as an ingredient in processed food.

Canadian grains and oilseeds processing industries include: wheat, corn and oat milling; malting; canola and soybean crushing for meal and oil; and the production of biscuit, breakfast cereal, pasta, gluten and starch. Current technology emphasizes quality and production in these areas, and is adaptable for use around the world.

SEAFOOD AND AQUACULTURE

New processing technologies and product innovations are transforming Canada's seafood processing and export industry. Canada is a world leader in processing seafood such as salmon, roe, prawns, lobster, surf clams, geoduck, scallops, crabs, herring, black cod, and other groundfish and shellfish species. It also leads in the processing of by-products for new food ingredients and

