

CANADIAN COMPETITIVE STRENGTHS

INDUSTRY ORGANIZATION

Canada's well deserved international reputation and image as a reliable supplier of food products provides significant strength in international markets. Its strength in the value-added food sector begins with the well run Canadian family farm that provides a reliable supply of raw material. Excellent quality and diversity of products, a good transportation system for raw materials and strict phytosanitary and health regulations and inspection are major assets. Canada is recognized as having high food production standards and an excellent inspection service. These strengths should continue to be promoted in the international market place.

Canada provides world class management of the agri-food sector by way of federal and provincial governments research organizations. The Canadian industry is well organized into associations, producer and marketing groups which are important sources of industry-driven marketing initiatives.

Canada has a well developed industrial infrastructure and a high quality labour force making it an excellent place to locate a business to supply export markets. Its transportation system for agricultural and food products is particularly well suited for transporting high quality value added foods to export markets.

MARKET ACCESS

The FTA and proximity to the US market give companies located in Canada preferred access to the American market. Excellent port facilities exist on both coasts, serviced by excellent road and rail connections, providing ready access to markets in the Pacific Rim and in Europe.

INTERNATIONAL RECOGNITION

Many well established Canadian retail product lines are easily recognized worldwide eg. beer, french fries and whisky. Canada is also recognized for its semi-processed product lines eg. pork and frozen blueberries, produced for both retail and HRI trade.

Canada has world class Canadian owned food and beverage processors such as: Weston's, McCain's, Cavendish, Dare, Cuddy Foods and Intercontinental as well as many small- to medium-sized privately owned exporting companies.

Major multi-national firms eg. Nestle, Libby's, Quaker Oat, Kraft and Kelloggs operate branch plants in Canada. These MNE's bring with them technology, brand name identity and the potential for world product mandates.