

*Quality*  
is in our **nature**



## Canadian Beer

*Brewing Great Taste*



Canada's brewery industry aims to please. The country's **clean, natural environment, high-quality raw ingredients** and **abundant fresh water** combine to create some of the best beers on world markets. Canada has a long brewing history and Canadian beer has an excellent reputation around the globe. Our beer industry produces a wide range of beer, lager, ale, stout, draught, porter and seasonal beers.

### **Brewed to perfection**

Canadian beer is prized for its **impressive quality** and **appealing taste**. Both attributes rely on the ingredients used to make beer, namely our famous Canadian malting barley, in demand by brewers worldwide. Canada supplies about 30 percent of the world's malting barley. Barley must pass rigorous testing and evaluation before it is accepted as being suitable for malt production. Our full barley and brewery value chain is committed to working together to continually improve quality and meet the demands of beer drinkers everywhere.

The care and commitment that goes into each and every 'made in Canada' brewery product is also evident at the quality assurance level. Through the *Food and Drugs Act*, Health Canada regulates the content of all brewery products. The Canadian Food Inspection Agency monitors our beer for compliance with net quantity, labeling and container regulations.

### **The science of beer**

Beyond great quality, **innovation** has been key to the Canadian brewery industry's success. A keen understanding of international tastes and trends has served the industry well. Canada's innovative brewery products, including **low-alcohol beer, malt-based coolers** and **ales** are all gaining in popularity at home and abroad.



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

Canada 



Committed to keeping ahead of international demand, our brewing and malting industries established the Brewing and Malting Barley Research Institute. Its research and development efforts focus on creating and evaluating new malting barley varieties to meet the ever-changing needs of the brewing industry.

### Taste the Canadian difference

Canada's enviable position as one of the world's leading brewing nations comes down to its purely Canadian assets: a clean natural growing environment, quality home-grown ingredients, committed industry experts, and a steady supply of pure fresh water. For more information on Canada's brewery industry capabilities, suppliers, products and investment opportunities, visit:

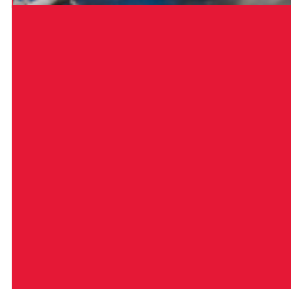
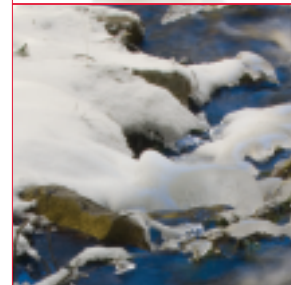
#### Government website

- Agri-Food Trade Service – Agriculture and Agri-Food Canada  
[www.ats.agr.gc.ca](http://www.ats.agr.gc.ca)

#### Industry websites

- Brewers of Canada  
[www.brewers.ca](http://www.brewers.ca)
- Brewing and Malting Barley Research Institute  
[www.bmbri.ca](http://www.bmbri.ca)

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## Canadian Beer

### Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

#### Canada's Exports to All Countries (HS Code 2203)

Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
Beer made from malt	314,508,145	324,931,054	225,717,442	230,017,611	-26.9%
Product (Quantity, LTR)	2007	2008	2009	2010	Growth 2007-2010
Beer made from malt	402,987,969	367,682,454	284,456,295	316,771,724	-21.4%

#### Canada's Monthly Exports to All Countries (HS Code 2203, Value \$CAD)

Month	2007	2008	2009	2010
Jan	23,604,563	24,122,723	15,598,300	17,278,503
Feb	23,728,759	22,891,262	17,112,990	19,475,907
Mar	26,800,924	24,758,530	17,727,532	19,073,953
Apr	27,363,970	27,610,333	20,199,928	19,549,067
May	33,330,259	30,946,056	21,691,284	23,013,883
Jun	29,293,827	26,824,736	22,853,959	21,711,357
Jul	31,171,024	30,649,008	23,330,169	21,140,757
Aug	26,724,210	27,687,426	16,998,925	20,890,876
Sep	22,952,338	26,721,328	19,106,661	17,703,733
Oct	27,399,115	30,269,890	18,075,367	16,377,826
Nov	21,131,027	29,555,648	16,138,248	16,632,709
Dec	21,008,129	22,894,114	16,884,079	17,169,040
TOTAL	314,508,145	324,931,054	225,717,442	230,017,611

**Canada's Exports to All Countries by Province  
(HS Code 2203, Value \$CAD)**

Province	2007	2008	2009	2010
Alberta	1,050,293	1,536,325	1,296,986	2,952,152
British Columbia	19,302,277	14,618,599	15,030,333	14,202,075
Manitoba	0	0	24,327	0
New Brunswick	44,161,442	47,874,189	45,207,707	51,457,368
Newfoundland and Labrador	0	0	8,849	18,416
Nova Scotia	851,898	0	40,589	14,889
Ontario	125,372,758	109,410,904	108,127,458	112,586,830
Prince Edward Island	15,279	0	0	0
Québec	123,743,678	151,452,986	55,981,193	48,774,611
Saskatchewan	10,520	38,051	0	11,270

**Canada's Beer Markets  
(HS Code 2203, Value \$CAD)**

Country	2007	2008	2009	2010	Growth 2007-2010
United States	314,508,145	324,931,054	225,717,442	230,017,611	-26.9%

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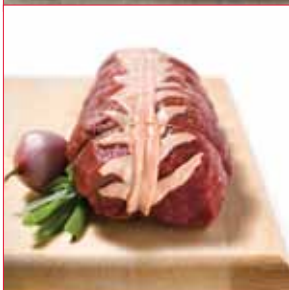
## Canadian Bison

*The Red Meat with a Difference*



In stark contrast to the rugged image of the Canadian bison with its thick coat of fur, roaming wild on the Prairie, the meat has become a gourmet treat, enjoyed by the most sophisticated palates, and recognized for being as delicious as it is healthy. **A lean red meat, bison has a rich, distinctive flavour, and a sizzling bison steak or a juicy bison roast is a culinary experience not to be missed!**

### **From ancient to modern**



Bison were once a staple in the diet of North America's pre-Columbian inhabitants. But the animal's near-extinction in the nineteenth century, and the slowness with which the population has been rebuilt, means the bison meat industry of the 21st century is very new. As a result, Canada's bison producers are working hard to familiarize domestic and international consumers with what they have to offer.



Bison is valued for the gourmet quality of its meat, but almost every part of the animal has a use. Hides become leather, while the horns, bones and teeth become a medium for traditional First Nations carvers and bead-makers. The wool, which the animals grow for winter and shed in spring, can be spun into high-quality fibre.

Canada's bison industry is growing rapidly because of increased consumer demand for specialty meats. **It's especially attractive to health-conscious diners because the meat is nutritionally dense, but is lower in fat, calories and cholesterol than beef or pork.** Even better, Canadian bison are raised as naturally as possible, and are fed almost completely on pasture and hay.

### **Sustainable and safe**



Raising bison has another great advantage—it's sustainable. Nearly all the animals' nutritional needs can be met by grazing on perennial grasses that grow naturally across Canada. Agricultural inputs are therefore very small, and the herds themselves have a minimal effect on the natural environment.





Canadian bison meat products also offer high quality and safety standards. The bison industry is closely regulated by the federal government's Canadian Food Inspection Agency. The industry has also established the Canadian Bison Identification Program—a trace-back system to control and eradicate disease—and work is underway to develop the Canadian Quality Bison Program to ensure its farm practices meet Canada's rigorous food-safety standards.

**Taste the Canadian difference** 

Healthy, lean and delicious, Canadian bison will suit the most discriminating palate. For further information on Canada's bison industry, please visit:

**Government website**

- Agri-Food Trade Service  
[www.ats.agr.gc.ca](http://www.ats.agr.gc.ca)

**Industry website**

- Canadian Bison Association  
[www.canadianbison.ca](http://www.canadianbison.ca)



## Canadian Bison

### Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

#### Canada's Exports to All Countries

HS	Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
02013010	Bison cuts boneless, fresh or chilled	9,025,752	10,423,239	10,397,845	9,764,467	8.2%
02012010	Bison cuts bone in, fresh or chilled	530,452	272,296	225,771	281,198	-47.0%
HS	Product (Quantity, KGM)	2007	2008	2009	2010	Growth 2007-2010
02013010	Bison cuts boneless, fresh or chilled	927,973	1,017,382	840,239	781,264	-15.8%
02012010	Bison cuts bone in, fresh or chilled	117,679	67,554	26,471	55,578	-52.8%

#### Canada's Monthly Exports to All Countries (HS Codes 02012010, 02013010, Value \$CAD)

Month	2007	2008	2009	2010
Jan	840,147	758,520	946,519	546,381
Feb	577,648	814,195	547,388	832,646
Mar	685,170	886,968	1,232,434	981,605
Apr	893,372	678,620	1,011,607	822,934
May	650,568	1,068,885	885,249	847,389
Jun	550,604	718,653	1,101,841	805,011
Jul	883,400	674,421	776,417	992,151
Aug	760,701	1,178,203	902,439	844,446
Sep	991,668	885,263	1,079,392	639,400
Oct	753,780	981,456	592,596	612,365
Nov	1,108,918	1,277,680	697,991	1,090,161
Dec	860,228	772,671	849,743	1,031,176
TOTAL	9,556,204	10,695,535	10,623,616	10,045,665

#### Canada's Exports to All Countries by Province (HS Codes 02012010, 02013010, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	4,323,247	6,766,554	7,395,032	6,011,044
British Columbia	2,343,421	253,141	42,544	5,073
Manitoba	297,178	21,941	0	0
Ontario	0	0	5,784	63,834
Québec	2,543,513	3,486,963	3,142,398	3,938,197
Saskatchewan	48,845	166,936	37,858	27,517

#### Canada's Top 10 Bison Markets (HS Codes 02012010, 02013010, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	9,556,204	10,695,535	10,623,616	10,045,665	5.1%
United States	1,483,302	2,422,956	3,320,866	5,031,513	239.2%
Switzerland	651,890	1,635,443	1,856,660	2,266,937	247.8%
France	4,330,914	5,768,745	4,651,475	1,851,814	-57.2%
Egypt	0	0	0	374,643	-
Macao	0	0	0	170,020	-
Germany	2,680,778	776,515	462,673	134,178	-94.9%
Mexico	39,612	41,813	45,346	101,591	156.5%
United Arab Emirates	0	756	41,008	89,385	-
Singapore	0	0	0	17,517	-
Russia	0	0	0	8,067	-

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*Canada*

## Canadian Blueberries

*A True Taste of Nature*



The sunny days of late summer and early autumn are harvest time for Canada's blueberry crop. In British Columbia, Ontario, Quebec and the Atlantic provinces, workers hand-pick the sweetest fruits for the table market, while mechanical pickers scoop up the berries destined for freezing and processing.

Canada is the second-largest producer and exporter of these delectable berries, after the United States, and they are a highly valuable crop.

These small blue globes have always been prized, and for centuries were a special favourite among Canada's First Nations. Long before the Europeans arrived, they had learned how to smoke the wild fruit for winter use, mix it with honey and cornmeal to make blueberry pudding, and make a blueberry syrup to cure coughs. Nowadays, Canada's blueberries are commercially grown in both wild and cultivated varieties, making them unique—no other Canadian fruit shares this distinction.

### Lowbush and highbush blueberries

Canada is the world's largest producer of "lowbush blueberries," which is another name for wild blueberries. Most are grown commercially in Quebec and the Atlantic provinces. They are native to Eastern North America and grow best on treeless land or on land that has been burned over. Wild blueberries are unusual because growers do not plant them, but instead manage wild stands that spread naturally by means of underground runners. Since managed wild blueberry fields can have several distinct runner systems, the berries are often not uniform in appearance—but the delectable taste is always the same.

"Highbush" refers to cultivated blueberry plants, which were developed from the wild variety in the first half of the 20th century. British Columbia grows the majority of highbush blueberries (93 percent) but they can also be found in Ontario, Quebec and Nova Scotia. They are harvested earlier than lowbush berries and are larger and less perishable, which makes them highly suitable for shipping to retail markets. As a result, much of the highbush crop is sold fresh, in contrast to the lowbush crop, which is mostly destined for processing and freezing.







## Sweet nutrition

Canadian blueberries are delicious in pancakes, pies, tarts, muffins, sauces and cakes, but they are amazingly versatile in other dishes as well. Their fresh, natural flavour enhances the taste of pork, chicken and game, and chefs can combine them with almost any other fruit or berry to make a delectable dessert. Wild blueberry juice, a relatively new arrival on the culinary scene, won the Best New Juice Innovation at the World Juice Congress in 2005.

Thanks to market demand, there's been a dramatic increase in blueberry growing area and production during the past decade—for both wild and cultivated varieties. This demand is fuelled by a rising awareness of the health benefits associated with dietary antioxidants, which occur naturally in a number of berries. Blueberries are extremely rich in these antioxidants, which makes them especially appealing to health-conscious consumers. They are also low in calories, high in fibre and nutrients, and may contribute to heart health since they appear to act as an anti-inflammatory and may reduce blood cholesterol levels.

## A clean, natural harvest

Canadian blueberries are grown in clean, healthy conditions. They are monitored by the Canadian Food Inspection Agency (CFIA), which ensures that they comply with grading, packaging and labelling regulations. Blueberries are a delicate fruit, harvested with great care to ensure maximum quality, while advances in processing mean that they are in top condition when they reach consumers.

## Taste the Canadian difference

There is nothing quite like the sweet, intense taste of Canadian blueberries. For further information about this unique fruit and the growers who produce it, please visit:

### Government websites

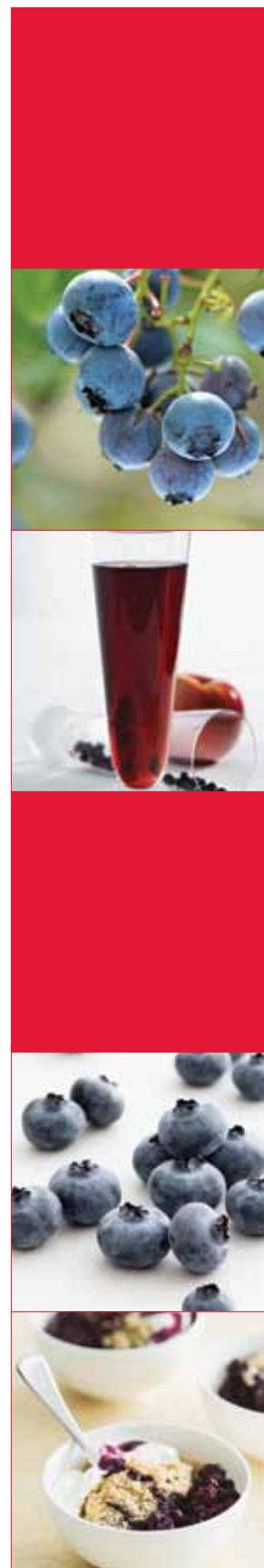
- Agri-Food Trade Service  
[www.ats-sea.agr.gc.ca](http://www.ats-sea.agr.gc.ca)
- Canadian Food Inspection Agency  
[www.inspection.gc.ca](http://www.inspection.gc.ca)

### Industry websites

- BC Blueberry Council  
[www.bcblueberry.com](http://www.bcblueberry.com)
- Bleuets NB Blueberries  
[www.nbwildblue.ca](http://www.nbwildblue.ca)
- Ontario Berry Growers Association  
[www.ontarioberries.com](http://www.ontarioberries.com)
- Quebec Wild Blueberries  
[www.wild-blueberries.com](http://www.wild-blueberries.com)
- Wild Blueberry Producers Association of Nova Scotia  
[www.nswildblueberries.com](http://www.nswildblueberries.com)
- Wild Blueberry Association of North America  
[www.wildblueberries.com/](http://www.wildblueberries.com/)

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AAFC No. 11509E



## Canadian Blueberries

### Trade Statistics

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#### Canada's Exports to All Countries (\$CAD)

HS	2007	2008	2009	2010	Growth 2007-2010
08119011	183,889,813	159,016,984	120,859,657	122,248,533	-33.5%
08104012	49,640,844	48,037,103	55,493,250	58,564,795	18.0%
08119012	82,535,603	81,534,569	54,148,760	56,279,007	-31.8%
08104011	7,641,673	12,720,465	5,863,984	8,060,784	5.5%

#### HS Codes

08104011 - Blueberries, wild, fresh

08104012 - Blueberries, cultivated, fresh

08119011 - Blueberries, wild, uncook, steam or boil in water sweetened or not, frozen

08119012 - Blueberries, cultivated, uncook, steam or boil in water, sweet or not, frozen,

#### Canada's Exports to All Countries (Quantity, KGM)

HS	2007	2008	2009	2010	Growth 2007-2010
08119011	36,933,934	38,164,143	35,980,919	43,560,965	17.9%
08119012	18,432,675	21,621,155	20,544,212	22,838,072	23.9%
08104012	8,550,733	9,840,238	14,297,935	13,870,078	62.2%
08104011	4,219,339	7,210,348	4,939,028	6,693,712	58.6%

#### Canada's Monthly Exports to All Countries (HS Codes 08104011, 08104012, 08119011, 08119012, Value \$CAD)

Month	2007	2008	2009	2010
January	28,562,208	24,456,296	16,815,387	10,162,845
February	28,705,335	22,887,722	17,251,460	11,265,125
March	24,729,084	23,856,931	19,715,236	15,068,987
April	23,984,056	22,928,171	18,344,332	12,660,464
May	20,975,477	23,434,782	14,777,414	12,227,109
June	14,873,364	21,812,311	14,879,425	9,017,053
July	29,933,278	22,216,895	31,538,264	31,251,804
August	50,131,745	45,545,009	41,281,895	45,746,358
September	33,189,292	36,620,413	26,457,768	29,474,639
October	22,136,236	25,266,178	14,787,398	27,607,674
November	25,233,725	18,467,123	12,816,608	22,255,680
December	21,254,133	13,817,290	7,700,464	18,415,381
Total	323,707,933	301,309,121	236,365,651	245,153,119

**Canada's Exports to All Countries by Province**  
(HS Codes 08104011, 08104012, 08119011, 08119012, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	3,073,434	3,766,024	2,318,080	1,650,084
British Columbia	115,930,248	110,952,862	95,460,603	106,691,479
Manitoba	98,771	102,407	0	0
New Brunswick	4,989,619	1,822,775	436,892	682,910
Newfoundland	0	0	31,680	53,603
Nova Scotia	92,530,898	90,334,636	60,300,916	72,787,633
Ontario	591,743	139,518	195,370	1,014,842
Prince Edward Island	10,634,627	13,532,438	9,505,797	10,163,922

**Canada's Top 10 Blueberry Markets**  
(HS Codes 08104011, 08104012, 08119011, 08119012, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	323,707,933	301,309,121	236,365,651	245,153,119	-24.3%
United States	214,471,801	197,721,842	152,329,458	151,431,165	-29.4%
Germany	17,201,009	18,410,272	25,149,536	20,923,835	21.6%
Japan	33,600,297	28,857,222	18,997,067	21,999,062	-34.5%
Netherlands	7,056,938	11,358,814	6,992,744	11,089,010	57.1%
France	7,702,150	7,911,740	6,866,362	6,048,126	-21.5%
China	9,095,513	5,773,458	4,522,775	6,905,515	-24.1%
United Kingdom	15,912,021	16,027,928	8,065,032	6,105,329	-61.6%
Belgium	7,636,864	4,321,906	4,981,148	5,273,651	-30.9%
Australia	5,298,950	4,041,201	3,325,022	5,409,425	2.1%
South Korea	53,655	522,787	295,944	2,990,589	5473.7%

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## Canadian Confectioneries

*Delectable Delights*



Variety and quality are the hallmarks of Canada's confectionery products; from hard and soft candies, to chewing gum and chocolate, we manufacture treats to suit every taste. **Our confectionery industry is so versatile because it has refined its craft in a culturally diverse country, an advantage that has allowed us to customize our products for a wide range of regional and ethnic preferences.**

### **Deliciously tasty**

When consumed as part of a balanced diet, Canadian confectioneries can be very nutritious, and can contribute a significant part of a person's daily requirements of calcium, magnesium and riboflavin, as well as vitamins A, C, and B12. Many confectioneries also contain nuts, which are a good source of protein. Milk chocolate has vitamins, proteins, carbohydrates and fats, and the cocoa in chocolate is a good source of antioxidants. As for chewing gum, studies suggest that it can contribute to dental health by stimulating saliva production, which helps reduce the effects of the acids that cause tooth decay.

And when it comes to counting calories, confectioneries don't have to be on the negative side of the ledger. Products such as jelly beans and gumdrops, when eaten in reasonable amounts, contribute only modestly to calorie intake.

### **New directions**

**Because Canadian confectioners understand consumer concerns about allergies and the healthiness of processed foods, our companies are introducing a stream of new products that incorporate more nutritious ingredients.** Such products give people the opportunity for guilt-free indulgence, while providing new marketing possibilities for vendors. On the production side, Canadian manufacturers are using innovative blends of ingredients and sweeteners to create new product lines that both enhance consumer appeal and are easier to manufacture.





## Taste the Canadian difference

Canada's confectioneries are among the most irresistible in the world. For further information on our confectionery industry, please visit:

### Government website

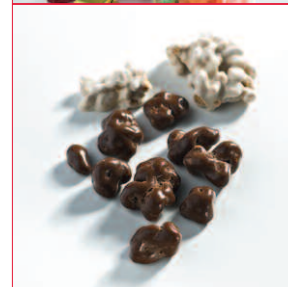
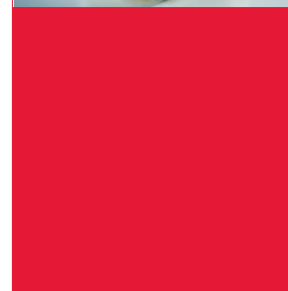
- Agri-Food Trade Service

[www.ats.agr.gc.ca](http://www.ats.agr.gc.ca)

### Industry website

- Confectionery Manufacturers Association of Canada

[www.confectioncanada.com](http://www.confectioncanada.com)



## Canadian Confectioneries

### Trade Statistics

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#### Canada's Exports to All Countries

HS	Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
1806	Chocolate and other food preparations containing cocoa	793,197,488	827,305,159	755,193,522	910,815,682	14.8%
1704	Sugar confectionery (incl white choc), not containing cocoa	453,845,008	434,494,394	435,915,109	444,380,406	-2.1%
HS	Product (Quantity, KGM)	2007	2008	2009	2010	Growth 2007-2010
1806	Chocolate and other food preparations containing cocoa	310,623,459	272,765,598	230,126,865	247,367,490	-20.4%
1704	Sugar confectionery (incl white choc), not containing cocoa	157,736,263	161,113,730	157,989,170	165,142,536	4.7%

#### Canada's Monthly Exports to All Countries (HS Codes 1704, 1806, Value \$CAD)

Month	2007	2008	2009	2010
Jan	100,214,851	89,294,184	101,442,429	96,651,669
Feb	99,430,445	93,059,155	104,948,621	107,539,947
Mar	106,365,266	96,960,392	106,366,571	116,177,249
Apr	97,688,030	96,016,244	104,615,803	99,552,601
May	106,858,849	103,073,978	101,830,668	118,005,390
Jun	104,299,827	103,205,583	94,563,726	124,061,312
Jul	101,470,854	107,949,977	93,748,513	111,679,780
Aug	105,971,795	110,428,800	94,860,264	119,504,870
Sep	113,111,065	119,363,298	106,095,964	131,552,780
Oct	118,189,846	131,214,311	97,238,789	114,702,855
Nov	108,137,525	113,163,621	99,112,190	121,172,434
Dec	85,304,143	98,070,010	86,285,093	94,595,201
TOTAL	1,247,042,496	1,261,799,553	1,191,108,631	1,355,196,088

**Canada's Exports to All Countries by Province  
(HS Codes 1704, 1806, Value \$CAD)**

Province	2007	2008	2009	2010
Alberta	554,853	780,897	344,773	1,349,605
British Columbia	29,383,810	34,191,171	40,821,207	53,830,260
Manitoba	1,575,521	1,901,486	2,264,040	2,271,939
New Brunswick	3,033,996	4,068,280	10,369,739	7,818,747
Newfoundland and Labrador	34,501	21,506	23,630	19,539
Northwest Territories	0	0	0	26
Nova Scotia	43,268,393	252,824	198,360	162,775
Nunavut	0	1,790	0	0
Ontario	795,567,755	757,463,766	644,454,106	677,271,959
Prince Edward Island	0	154,957	61,845	9,520
Québec	373,496,363	462,809,885	492,137,304	612,119,264
Saskatchewan	127,137	152,668	157,737	81,545
Yukon	167	323	275,890	260,909

**Canada's Top 10 Confectionery Markets  
(HS Codes 1704, 1806, Value \$CAD)**

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	1,247,042,496	1,261,799,553	1,191,108,631	1,355,196,088	8.7%
United States	1,199,037,452	1,214,321,314	1,146,849,172	1,297,840,788	8.2%
Mexico	20,339,280	18,747,191	18,685,158	24,069,778	18.3%
Japan	1,738,421	1,857,991	1,927,630	3,048,749	75.4%
Germany	2,476,191	2,098,995	2,281,271	2,937,783	18.6%
Australia	1,629,716	2,267,660	2,780,798	2,754,938	69.0%
United Kingdom	3,421,068	6,874,610	3,345,401	2,593,203	-24.2%
South Korea	1,064,308	1,079,676	1,078,380	2,194,929	106.2%
Denmark	2,044,336	2,257,446	2,023,325	1,847,979	-9.6%
China	462,752	1,240,575	751,012	1,654,888	257.6%
Costa Rica	81,872	139,021	778,868	1,388,476	1,595.9%

*Quality*  
is in our **nature**



*Canada*

## Canadian Cranberries

*A Tart Treasure*



Cranberries are native to Canada's Atlantic provinces, where they grow wild and are sometimes known as "marsh apples." They have become big business in several Canadian provinces—Canada, in fact, is the world's second-largest producer of this tart red fruit. Cranberries were a favourite food of Canadian Aboriginal bands living in the Atlantic region, since the berries could be eaten fresh, mixed with maple syrup to produce a sweet sauce or pounded with meat to prepare the dried staple called pemmican.

Cranberry plants are evergreen vines that prefer wet soil, preferably made up of sand and peat, which is why the fields are traditionally called "cranberry bogs." They need a carefully controlled water supply, both for irrigation and for the flooding technique used to harvest them, so Canada's growers use a combination of traditional and advanced techniques to manage their cranberry bogs and produce top-quality fruit.



Canadian cranberries are harvested in early to mid-autumn, when they have ripened to a glossy, deep red. Berries that are to be sold fresh are harvested dry, using a machine that combs the berries off the vines. To harvest cranberries for processing, however, the grower floods the bog to a depth of several inches and a mechanical beater knocks the berries into the water; as they float, they are pumped into trucks for transport to the processing plant.

### **A health-promoting delicacy**

Canadian cranberries are sold fresh, frozen and dried, or are processed into juice or sauce. They can be refrigerated for several months without losing quality, and when frozen will retain their tart, clean taste for up to a year.



Cranberry juice makes a refreshing drink, and dried, sweetened cranberries are a delicious ingredient in baked goods, nutrition bars, trail mixes, snack mixes, cereals and muesli. In the kitchen, chefs use them in dishes such as cranberry-sweet potato soup, cranberry-glazed baked ham, pork tenderloin with cranberry-hazelnut stuffing, and cranberry-hazelnut coffee cake. They are the key ingredient in traditional cranberry sauce, whose distinctive savour is the perfect complement to the roast turkey served at Canadian Thanksgiving dinners.



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**Canada** 





But there is more to cranberries than taste and versatility. Aboriginal Canadians knew that they had medicinal properties, and recent research indicates that the powerful phytochemicals contained in these berries may provide a remarkable range of health benefits. Cranberries, for example, contain chemicals that prevent the adhesion of bacteria to cell walls, which may help defend against the organisms that cause stomach ulcers and gum disease; probably for this reason, cranberries have long been a recognized treatment for urinary tract infections. Cranberries may also improve cardiovascular health by reducing blood-cholesterol levels, and their anti-inflammatory properties may be a factor in promoting overall health.

### Quality and care

Canada's abundant supply of pure water and fertile soil means that all our fruits and berries, including cranberries, grow in clean, healthy conditions. Because of our cool climate, our cranberry producers need only small amounts of pesticides to produce a bountiful crop, and they watch pest populations very carefully to ensure that they apply the minimum necessary quantities of pesticides. Canadian cranberries are also monitored by the Canadian Food Inspection Agency (CFIA), which ensures that they comply with grading, packaging and labelling regulations.

### Taste the Canadian difference

The tart savour of cranberries is a taste like no other, and Canadian cranberries can add distinction to many kinds of dishes. For further information about this remarkable fruit and Canada's cranberry industry, please visit:

#### Government websites

- Agri-Food Trade Service  
[www.ats-sea.agr.gc.ca](http://www.ats-sea.agr.gc.ca)
- Canadian Food Inspection Agency  
[www.inspection.gc.ca](http://www.inspection.gc.ca)

#### Industry websites

- Atoka Cranberries  
[www.atoka.qc.ca](http://www.atoka.qc.ca)
- BC Cranberry Marketing Commission  
[www.bccranberries.com](http://www.bccranberries.com)
- British Columbia Cranberry Growers Association  
[www.bccranberrygrowers.com](http://www.bccranberrygrowers.com)
- Fruit d'Or  
[www.fruit-dor.ca](http://www.fruit-dor.ca)
- Ocean Spray Canada  
[www.oceanspray.ca](http://www.oceanspray.ca)



## Canadian Cranberries

### Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

#### Canada's Exports to All Countries (HS Code 08104090)

Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
Cranberries, bilberries and other fruits of the genus Vaccinium, fresh	44,309,328	63,790,896	66,947,756	48,011,039	8.4%
Product (Quantity, KGM)	2007	2008	2009	2010	Growth 2007-2010
Cranberries, bilberries and other fruits of the genus Vaccinium, fresh	45,316,234	40,401,701	41,485,355	34,487,287	-23.9%

#### Canada's Monthly Exports to All Countries (HS Code 08104090, Value \$CAD)

Month	2007	2008	2009	2010
Jan	1,133,616	34,200	81,649	72,292
Feb	1,213,946	804,177	81,702	51,950
Mar	290,690	432,987	338,333	647,125
Apr	0	847,985	38,780	423,376
May	127,103	154,450	260,763	634,601
Jun	90,280	88,947	180,993	906,777
Jul	71,395	157,841	26,718	698,589
Aug	82,658	90,569	85,796	233,342
Sep	13,617,502	5,309,921	6,428,449	4,528,544
Oct	22,104,724	46,039,498	44,391,715	33,305,382
Nov	5,263,144	9,371,686	14,906,447	6,271,679
Dec	314,270	458,635	126,411	237,382
TOTAL	44,309,328	63,790,896	66,947,756	48,011,039

#### Canada's Exports to All Countries by Province (HS Code 08104090, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	565,010	0	0	0
British Columbia	31,000,497	34,890,344	42,702,235	28,338,930
New Brunswick	867,467	1,067,083	562,474	762,629
Nova Scotia	1,352,709	1,600,568	289,142	2,276,335
Ontario	2,815,284	1,267,430	587,690	639,074
Prince Edward Island	0	231,138	0	0
Québec	7,622,177	24,670,333	22,788,339	15,994,071
Saskatchewan	86,184	64,000	17,876	0

#### Canada's Key Cranberry Markets (HS Code 08104090, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	44,309,328	63,790,896	66,947,756	48,011,039	8.4%
United States	41,975,849	60,051,417	65,319,318	45,873,866	9.3%
Germany	92,191	61,884	237,992	893,290	869.0%
France	0	197,013	690,981	353,962	-
Russia	0	88,947	0	351,793	-
Taiwan	7,974	141	110,272	149,392	1773.5%
Dominican Republic	118,956	0	0	139,380	17.2%
Netherlands	111,930	1,274,373	92,760	126,360	12.9%
United Kingdom	904,614	713,953	308,904	53,547	-94.1%
Vietnam	0	0	0	27,429	-
Japan	156,480	4,760	0	21,957	-86.0%

*Quality*  
is in our **nature**



*Canada*

## Canadian Distilling

*Spirits of the land*



Made with the finest ingredients the land can offer, Canadian distilled spirits — from Canadian whisky to liqueurs — are among the world's best. They're steeped in tradition, too, because we've been refining our craft since the first Canadian distillery was founded in Québec City in 1769.

Our distillers' tradition grew deeper as Canada journeyed toward nationhood, and by 1840 our distinctive Canadian rye whisky had already secured a notable reputation for excellence. **Today, Canadian distillers produce not only Canadian whisky but also a wide range of other fine spirits including rum, vodka, gin, brandy, liqueurs and coolers.** There are now close to 1,000 domestic brands of spirits available.

### **The taste of distinction**

The most famous of all our distilled spirits is our Canadian whisky. It's the only spirit in Canada whose origin and production techniques are protected by law. Whisky is "appellation protected." This means if it says "whisky" on the bottle, you know it comes from Canada.

What makes Canadian whisky so distinctive? It's partly our careful choice of water, which must contain just the right amount of minerals. It's also because of the carefully chosen corn and internationally recognized malting barley that our distillers use. Above all, though, it's the rye included in the blend that gives Canadian whisky its distinctive character. The grain's flavours meld with the sweet vanillins from the charred oak barrels in which the spirit is aged, and after a minimum of three years in the cask, it has mellowed into one of the smoothest whiskies in the world.

### **Standards of excellence**

The success of Canada's distillery industry rests on our high product standards, our abundance of high-quality crops grown in fertile, clean soil, and our long tradition of proven distilling techniques. In addition, **Canadian distillers operate under strict health, safety and quality regulations enforced by the federal government.** These regulations and standards have helped Canadian distilled spirits earn their well-deserved international reputation for exceptional character and memorable taste.





## Taste the Canadian difference

Whether it's Canadian whisky on the rocks, a Caesar with Canadian vodka or a cooler over ice, there's a Canadian spirit to suit everyone who takes pleasure in a fine beverage. For further information on Canada's distilling industry, please visit:

### Government websites

- The Canadian Distillery Industry  
<http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1171995761751&lang=eng>
- Agri-Food Trade Service  
[www.ats.agr.gc.ca](http://www.ats.agr.gc.ca)



**Canadian Distilling**

**Trade Statistics**

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

**Canada's Exports to All Countries (HS Code 2208)**

Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
Undenat ethyl alc by vol <80% alc; spirits liqueurs & o spir beverages	359,600,194	327,921,195	336,358,362	328,119,314	-8.8%
Product (Quantity, LPA*)	2007	2008	2009	2010	Growth 2007-2010
Undenat ethyl alc by vol <80% alc; spirits liqueurs & o spir beverages	117,123,924	134,469,644	130,603,582	134,949,408	15.2%

\*Litre of pure alcohol

**Canada's Monthly Exports to All Countries (HS Code 2208, Value \$CAD)**

Month	2007	2008	2009	2010
Jan	27,343,344	19,261,591	19,613,081	20,332,043
Feb	28,341,583	16,068,538	21,246,482	16,896,559
Mar	38,038,997	19,135,482	27,398,127	26,040,198
Apr	35,063,646	21,594,694	26,730,646	27,648,295
May	39,415,974	31,348,930	34,422,292	34,771,822
Jun	30,585,538	27,585,303	33,552,505	28,598,457
Jul	22,431,978	27,583,799	22,687,681	21,127,494
Aug	24,114,595	21,902,072	21,776,942	23,764,021
Sep	22,122,849	25,694,458	26,101,923	30,907,544
Oct	31,031,317	39,217,418	35,216,010	34,507,363
Nov	34,047,024	39,053,937	36,492,411	35,136,321
Dec	27,063,349	39,474,973	31,120,262	28,389,197
TOTAL	359,600,194	327,921,195	336,358,362	328,119,314

**Canada's Exports to All Countries by Province (HS Code 2208, Value \$CAD)**

Province	2007	2008	2009	2010
Alberta	37,218,836	42,074,483	41,398,822	43,854,084
British Columbia	569,413	35,371	140,696	1,432,042
Manitoba	3,697,119	9,483,776	6,351,043	3,031,318
New Brunswick	0	0	175,018	0
Newfoundland and Labrador	1,065,773	1,695,431	12,435,289	8,422,382
Nova Scotia	194,273	112,945	778	83,308
Ontario	272,652,887	235,260,605	234,157,829	225,080,364
Prince Edward Island	0	0	46,341	0
Québec	44,201,893	39,258,584	41,652,546	46,215,816

**Canada's Top 10 Distilling Markets (HS Code 2208, Value \$CAD)**

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	359,600,194	327,921,195	336,358,362	328,119,314	-8.8%
United States	337,393,610	309,304,242	315,236,498	311,100,404	-7.8%
United Kingdom	684,956	871,870	5,066,617	4,274,801	524.1%
Germany	2,022,053	2,113,023	2,106,370	2,129,605	5.3%
Sweden	3,028,607	3,057,147	2,585,122	1,591,744	-47.4%
Japan	3,143,268	3,501,063	2,480,809	1,429,552	-54.5%
Hong Kong	0	44,688	36,663	819,462	-
Bahamas	542,279	345,032	661,430	728,134	34.3%
Hungary	453,560	605,818	413,480	573,400	26.4%
Finland	569,043	668,283	676,890	543,395	-4.5%
Latvia	727,898	746,964	334,735	491,440	-32.5%



## Explore Canada's Food and Agriculture Industry

*Quality Choices and Innovative Products*

### A variety of offerings



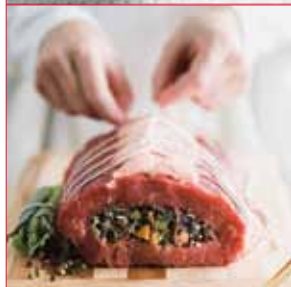
Canada's food and agriculture products are as diverse as its land, its people and its seasons. From its primary producers on the farm or the fishing boat to its high-tech processing and manufacturing facilities, to its after-market and technical expertise, Canada's industry is built on leading-edge research. It also boasts up-to-date technology and knowledgeable people committed to providing the products and services you need.

Canada's natural bounty nurtures some of the world's best-quality goods which can be bought as delicious consumer-ready products, packaged under private labels, or used as ingredients in processing food and non-food products.

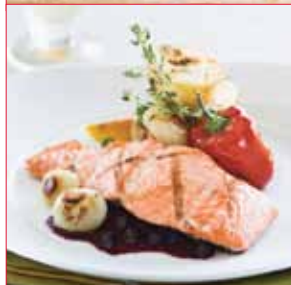
Canada exports top-quality grains, oilseeds and pulses, meticulously bred, carefully cultivated inspected and certified. These exports meet the particular specifications of our customers who develop products such as baked goods, beer and pasta.



Our meat products start from the finest livestock, which are sought-after by countries around the world. Our high animal health standards, scientifically developed animal care and feeding systems, and state-of-the art processing technologies allow the Canadian industry to provide customers with wholesome, great-tasting meat products, whether fresh-cut, frozen or processed for soups and prepared dishes. Canada can provide halal-certified, kosher, natural and organic meat products in a variety of cuts.



Canada's fish and seafood sector has earned a reputation as a supplier of some of the best products in the world because of its dedication to quality management, innovation and sustainable management of the fishery resource. Bounded by the Pacific, Atlantic and Arctic oceans, and dotted with plentiful freshwater lakes, Canada supports more than 160 species of fish and seafood, and exports fresh, frozen, smoked and canned products to more than 130 countries.





Across the varied geography of Canada, our horticultural sector is involved in the production and packing of more than 120 different crops including vegetables, fruit, flowers and ornamental plants such as Christmas trees. Our crops range from the more commonly-known potatoes, apples, tomatoes and other greenhouse-grown products to the more exotic native fiddleheads, wild blueberries, saskatoons and cranberries. Sold fresh in North America, Canadian fruits and vegetables are also exported as frozen products, processed for the food service industry, or turned into healthy and tasty sauces, preserves, pies and flavouring ingredients. Other key horticultural crops are honey and our famous Canadian maple syrup.

Wines, spirits and beer from Canada are growing in popularity. Canada has a ready supply of quality raw ingredients, innovative processing, fermenting and brewing techniques, and a climate conducive to growing grapes for wine and grains for beer and distilled spirits. Canada is the world's largest producer of Icewine, a sweet dessert wine that derives its unique taste from grapes harvested frozen from the vines. Our wine industry has gained international recognition for its strict quality standards, introduced by the Vintners Quality Alliance (VQA). Our distilling industry produces a wide range of spirits (whisky, rum, vodka, gin, liqueurs, brandy and spirit coolers) but is best known for the production of a distinctive rye-flavoured Canadian whisky. Our brewery products are made from the same malting barley from Western Canada that is widely sought by the world's leading brewers.

The world is also drinking more Canadian bottled water than ever before. Canada holds 25 percent of the world's fresh water. Such a ready supply, combined with our clean natural environment and stringent quality standards, ensures customers get some of the highest quality bottled water in the world.

Canada's confectionery industry has a strong foreign market focus, with more than half of all production destined for export markets. Some key examples include Canadian chocolate and sugar-confectionery products. The industry's strengths lie in its innovative, high quality products and sophisticated processes.

The functional food and nutraceutical industry is a world leader in quality and innovation, demonstrating high technology capacity throughout the value chain. Canada is a leader, for example, in developing, manufacturing and packaging essential fatty acid (EFA) products from plant and marine sources, including flaxseed, borage, hemp and marine animal oils.

Canada's food processing industry is innovative and flexible. A multicultural heritage puts our food processors in the unique position of being well equipped to satisfy foreign market tastes and preferences through a wide range of manufactured products. The highly competitive North American Free Trade Agreement market has also created a flexible industry, responsive to customer needs and changing opportunities in export markets.



## Quality at the source

Canadian quality is built on two of our most valuable resources – our nature and our people. Our vast open spaces provide a rich resource for a thriving agricultural industry which is the foundation for a \$90 billion food processing sector. Currently available data indicates Canada is a leader in protecting its natural landscape and preserving the quality of its soils and water. Our cool climate assists by giving our growing regions a natural “rest” period, helping to kill pests and rejuvenate the soil. Canada has instituted the Fish Habitat Management Program and the National Aquatic Animal Health Program to monitor and protect the health of our ocean and freshwater resources.

Independent economic studies have recognized Canada’s leadership in turning out university and college graduates, which has benefited its food industry. Knowledgeable people, dedicated to safety, quality and good service, operate throughout the Canadian supply chain. These include primary producers, the leaders of our food manufacturing companies and the scientists who support the industry. In addition, as a nation built by immigrants, Canada is a microcosm of the world, able to adapt to the needs and preferences of customers all over the globe.

## Food safety

Canada’s regulatory system applies rigorous standards to regulate food production and to monitor and control the introduction and spread of pests and diseases in plants, animals and their products.

The Canadian Food Inspection Agency (CFIA), a government body, certifies all food and many agricultural goods for export. It verifies industry compliance with federal acts and regulations by registering and regularly inspecting food processing and slaughter plants. Stringent programs are in place to test products and ensure residues comply with international standards. The CFIA operates emergency response systems for food safety in partnership with Health Canada, provincial agencies and the Canadian food industry. The CFIA also assists industry to adopt science-based risk management practices to minimize food safety risks.

The Canadian Grain Commission (CGC) is the government agency responsible for establishing and maintaining Canada’s grain quality standards and certifying all exports of grain, oilseeds and pulses. The CGC monitors shipments for mycotoxins, heavy metals and fungi, in conjunction with the grain quality assurance system. This vigilance ensures Canadian grain is safe, meets the strictest international tolerances for toxic contaminants, and consistently meets market specifications for quality.







## Culture of innovation

Our industry is supported by a research infrastructure that brings innovation to all areas of production. Canadian plant researchers, for example, introduced canola to the world. Canola produces oil that is gaining recognition for its health benefits and wide range of uses. Canadian food scientists also isolate new compounds in foods that can contribute to health. They help develop new food ingredients such as oat and barley fibres, or Beta-Glucans, which can be used in food products to help reduce harmful cholesterol.



Canadian innovation has also produced some of the most advanced storage and packaging techniques for fresh food products, and has developed new processing technologies to improve the shelf life of foods. One example is the fermentation process developed by Canadian researchers to expand the shelf life of kimchi, a Korean staple dish, from one month to a full year without pasteurization or preservatives. Thanks to this technology, kimchi can now be eaten as a fresh and tasty dish all year round, with improved safety over the traditional process.

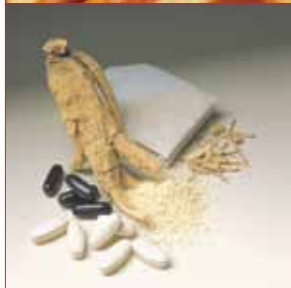


Our network of researchers also assists in the continuous improvement of feeding and management practices on the farm, to provide customers with products that are safe, nutritious, flavourful and produced in a manner that protects and respects the environment.

Finally, Canada is implementing advanced traceability systems that offer customers the ability to verify that products are being developed and manufactured according to their specifications.

## Buy Canadian and taste the difference

Explore and discover what Canada can offer – safe, quality products to satisfy the tastes of customers world-wide. For information about Canada's agriculture and food products and suppliers, visit the Government's Agri-Food Trade Service website at [www.ats.agr.gc.ca](http://www.ats.agr.gc.ca).



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AAFC No. 11536E

*Quality*  
is in our **nature**



*Canada*

## Canadian Fish and Seafood

*Supplying Value and Variety*



Whether your customers are looking for wild or farmed, seafood or freshwater fish, crustaceans, molluscs or finfish, Canada can supply products to meet every taste and budget specification. Bounded on three sides by oceans — **the Pacific, the Arctic and the Atlantic** — and home to the largest freshwater lake system in the world, Canada has the variety and quality your customers will appreciate.



Canada's clean, cold waters contain more than 160 species of fish and shellfish, and we export fresh, frozen, smoked and canned seafood products to every corner of the globe. Our seacoasts and lakes are especially suited to aquaculture, and this rapidly expanding industry supplies our customers with salmon, trout, mussels, oysters, clams, cod, halibut and scallops, usually within hours of leaving the water. Our **dedication to quality** and freshness has made Canadian aquaculture products famous around the world.

### **The call of quality**

Our fishing tradition goes back more than four centuries, but we're always looking to the future, too. That's why Canadian seafood companies are constantly working to improve the quality of their products. Freezing-at-sea technology is used in the offshore shrimp fishery to preserve the catch as soon as it comes aboard. An individual quota system allows species such as halibut, sablefish and geoduck to be harvested to meet market demand, thus ensuring top quality and **just-out-of-the-ocean freshness**. New hyperbaric chamber technology is used to remove lobster shells so that the meat remains whole and ready for use. And for the health-food industry, Canada produces a variety of dietary supplements made with omega-3 concentrates.



### **Sustaining Canada's fisheries**

Canada's fish and seafood industry is committed to **careful stewardship of the ocean** and freshwater environments, recognizing their importance as a food resource and the need for balance in the ecosystem. The Government of Canada is recognized around the world for its commitment to sustaining and developing the country's marine resources through habitat, fisheries management and aquatic animal health programs.





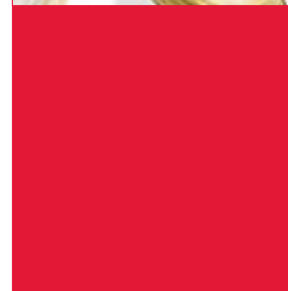
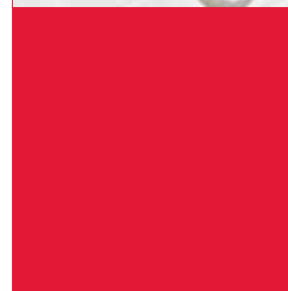
The Quality Management Program, a HACCP-based system overseen by the Canadian Food Inspection Agency, ensures the wholesomeness of Canadian fish and seafood products from ship or farm to supermarket — including processing, storage and transportation.

### Taste the Canadian difference

Harvested from some of the cleanest, most pristine waters in the world, Canadian fish and seafood products are known internationally for their variety, quality and value. For further information on Canada's seafood industry, please visit:

#### Government website

- Fish and Seafood Online, Agriculture and Agri-Food Canada  
[www.seafoodcanada.gc.ca](http://www.seafoodcanada.gc.ca)



## Canadian Fish and Seafood

### Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

#### Canada's Exports to All Countries (HS Code 03)

Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
Fish and crustaceans	3,369,921,476	3,378,262,778	3,222,463,870	3,422,067,085	1.5%
Product (Quantity, KGM)	2007	2008	2009	2010	Growth 2007-2010
Fish and crustaceans	569,408,415	542,483,366	525,071,731	563,358,771	-1.1%

#### Canada's Monthly Exports to All Countries (HS Code 03, Value \$CAD)

Month	2007	2008	2009	2010
Jan	190,758,767	159,634,043	178,064,808	176,564,751
Feb	184,021,773	178,148,980	176,962,967	184,452,456
Mar	197,900,504	171,705,196	188,901,065	193,992,541
Apr	216,659,588	199,770,209	218,757,400	206,251,501
May	444,686,837	370,151,701	394,368,013	406,045,901
Jun	448,032,045	507,769,385	451,785,473	441,522,540
Jul	382,627,470	391,822,150	351,168,790	388,124,787
Aug	327,214,107	344,096,284	288,668,612	345,899,524
Sep	283,005,634	300,653,489	256,115,935	315,929,462
Oct	240,371,682	282,699,434	243,488,055	275,671,879
Nov	209,291,966	226,741,403	219,326,602	216,456,685
Dec	245,351,103	245,070,504	254,856,150	271,155,058

**Canada's Exports to All Countries by Province  
(HS Code 03, Value \$CAD)**

Province	2007	2008	2009	2010
Alberta	503,710	138,143	757,029	736,549
British Columbia	857,633,494	857,023,270	837,675,773	907,072,863
Manitoba	53,346,419	46,276,902	52,590,390	52,795,232
New Brunswick	534,529,446	594,769,043	561,500,799	619,565,206
Newfoundland and Labrador	645,498,373	709,683,667	652,835,385	708,225,226
Northwest Territories	145,193	154,864	852,597	681,649
Nova Scotia	898,472,679	791,907,359	771,132,704	737,373,401
Nunavut	709,094	1,090,149	575,648	224,250
Ontario	68,163,993	61,083,682	57,528,264	75,592,126
Prince Edward Island	153,347,454	155,325,475	125,329,043	152,349,128
Québec	157,397,523	157,509,035	154,539,874	162,823,128
Saskatchewan	95,759	3,183,091	6,908,065	4,389,902
Yukon	78,339	118,098	238,299	238,425

**Canada's Top 10 Fish and Seafood Markets  
(HS Code 03, Value \$CAD)**

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	3,369,921,476	3,378,262,778	3,222,463,870	3,422,067,085	1.5%
United States	2,082,450,881	2,078,976,650	2,018,282,493	2,093,987,504	0.6%
Japan	292,752,813	288,304,622	259,244,996	296,666,573	1.3%
China	232,260,756	254,886,609	215,564,591	280,635,763	20.8%
Hong Kong	69,752,673	71,252,529	88,656,742	104,688,532	50.1%
Russia	55,749,104	88,998,424	61,874,318	88,008,151	57.9%
France	68,106,072	65,087,787	60,696,857	58,973,439	-13.4%
Denmark	102,237,415	69,694,271	54,518,596	53,865,988	-47.3%
United Kingdom	54,526,008	45,053,000	68,698,595	43,863,210	-19.6%
South Korea	36,961,087	34,831,188	33,730,427	36,532,793	-1.2%
Ukraine	22,177,535	30,418,690	29,184,246	33,243,808	49.9%

*Quality*  
is in our **nature**



*Canada*

## Canadian Fruit

*Northern comforts*



For many people, the idea of Canada conjures up visions of snow-laden pines, frozen lakes and sharp winter winds. It can be hard to believe that in summer and fall, parts of this northern country are transformed into gardens overflowing with sweet harvests — strawberries, cranberries, blueberries, grapes, peaches, pears, plums, apples, cherries, raspberries and many other fruits. They're wonderful eating in themselves, but they're also the magic ingredients for hundreds of mouth-watering pastries and confections, from apple pies to strawberry crêpes.

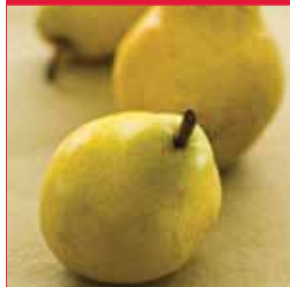


### Sweet success

Canada's fruit industry has adapted well to our cold climate and short growing seasons. Southern Ontario and southwest British Columbia produce much of our fruit, since they enjoy about 180 frost-free days every year. Fruit is also grown in quantity in parts of Quebec and the Maritimes, even though the frost-free season there is closer to 120 days annually.



British Columbia grows the most grapes, blueberries and cranberries, while Ontario is the largest apple producer. Apples used to be Canada's most valuable harvest, but our wild and domestic blueberry crop has vaulted into the lead. Canada, in fact, is the world's largest producer of wild blueberries, which have a special appeal for today's health-conscious consumers because they are rich in antioxidants and need almost no pesticides or chemical fertilizers.



### Quality and care

Canada is a global leader in growing, storing and processing fruits in innovative and environmentally responsible ways. And, since our climate is cold and our growing season brief, Canadian scientists are committed to breeding new fruit varieties to improve hardiness and increase yields.



Our fruits are also grown in clean, healthy conditions. Winter's cold temperatures means our pesticide use can be significantly lower than it is in many other countries. Canadian producers also monitor pest populations to ensure that they apply the minimum required amounts of pesticides at the times when they will be most effective.





In addition, Canadian fruit growers are developing integrated fruit production (IFP) guidelines for their operations. IFP was developed in conjunction with international guidelines such as EUREPGAP in Europe, and encourages the production of high-quality fruit using ecologically sound methods and a minimum of agricultural chemicals.

### Taste the Canadian difference



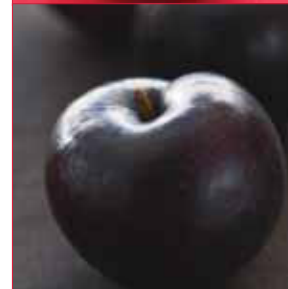
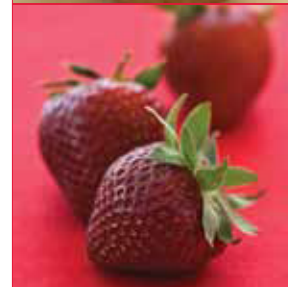
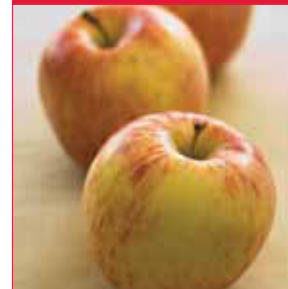
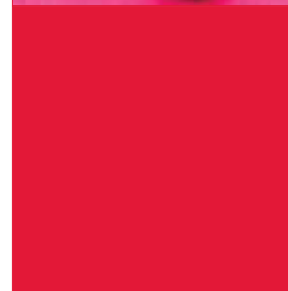
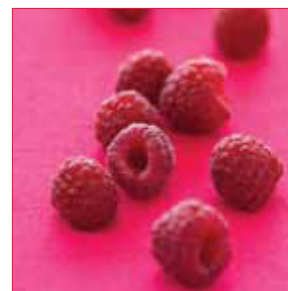
Want to bite into a crisp, sweet Canadian apple? Or feast on fresh Canadian strawberries or blueberries? The Canadian fruit industry has all this to offer and much more. For further information, please visit:

#### Government websites

- Agri-Food Trade Service:  
[www.ats-sea.agr.gc.ca](http://www.ats-sea.agr.gc.ca)
- Agri-Food Trade Service: Horticulture Sector  
[www.agr.gc.ca/misb/hort/index\\_e.cfm](http://www.agr.gc.ca/misb/hort/index_e.cfm)

#### Industry websites

- B.C. Fruit Growers' Association  
[www.bcfga.com](http://www.bcfga.com)
- B.C. Tree Fruits Ltd.  
[www.bctree.com](http://www.bctree.com)
- B.C. Blueberry Council  
[www.bcblueberry.com](http://www.bcblueberry.com)
- B.C. Cranberry Growers Association  
[www.bccranberrygrowers.com](http://www.bccranberrygrowers.com)
- B.C. Wine Institute  
[www.winebc.com](http://www.winebc.com)
- Saskatchewan Fruit Growers' Association  
[www.saskfruit.com](http://www.saskfruit.com)
- Grape Growers of Ontario  
[www.grapegrowersofontario.com](http://www.grapegrowersofontario.com)
- Canadian Produce Marketing Association  
[www.cpma.ca](http://www.cpma.ca)
- Ontario Fruit and Vegetable Growers' Association  
[www.ofvga.org](http://www.ofvga.org)
- Fédération des producteurs de pommes du Québec  
[www.lapommeduquebec.ca](http://www.lapommeduquebec.ca)
- Quebec Wild Blueberries  
[www.wild-blueberries.com](http://www.wild-blueberries.com)
- New Brunswick Wild Blueberry Growers Association  
[www.nbwildblue.ca](http://www.nbwildblue.ca)
- Nova Scotia Fruit Growers' Association  
[www.nsapples.com](http://www.nsapples.com)
- Wild Blueberry Association of North America  
[www.wildblueberries.com](http://www.wildblueberries.com)



## Canadian Fruit

### Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

#### Canada's Exports to All Countries (\$CAD)

HS	2007	2008	2009	2010	Growth 2007-2010
Total	474,354,101	477,710,986	404,891,604	394,346,472	-16.9%
0811	302,161,201	284,602,115	213,552,316	213,923,719	-29.2%
0810	107,654,252	133,913,643	133,181,063	117,408,491	9.1%
0809	21,676,189	17,220,712	27,904,130	30,517,831	40.8%
0808	35,952,538	36,685,305	24,097,822	24,720,970	-31.2%
0807	2,286,682	1,280,025	1,180,557	3,596,004	57.3%
0813	2,216,270	1,939,362	2,952,700	2,663,361	20.2%
0806	2,097,574	1,823,084	1,763,468	1,343,684	-35.9%
0805	4,150	64,622	60,008	55,193	1,230.0%
0804	245,060	129,392	123,033	36,967	-84.9%
0812	59,779	43,726	54,392	32,133	-46.2%
0803	0	8,307	21,927	25,860	-
0814	406	693	188	22,259	5,382.5%

#### HS Codes

- 0803 - Bananas, including plantains, fresh or dried
- 0804 - Dates, figs, pineapples, avocados, guavas, mangoes & mangosteens, fresh or dried
- 0805 - Citrus fruit, fresh or dried
- 0806 - Grapes, fresh or dried
- 0807 - Melons (including watermelons) & papaws (papayas), fresh
- 0808 - Apples, pears and quinces, fresh
- 0809 - Apricots, cherries, peaches, (incl nectarines), plums & sloes, fresh
- 0810 - Fruits nes, fresh
- 0811 - Fruits & nuts, uncook or cooked by water, frozen, w/n sweetened
- 0812 - Fruits & nuts provisionally presv but unfit for immediate consumption
- 0813 - Fruit, dried o/t of hd nos 08.01 to 08.06 mx of nuts or dried fruits of this Ch
- 0814 - Peel of citrus fruit of melons (water-melons) fresh, frz, dried or prov presvd

#### Canada's Exports to All Countries (Quantity, KGM)

HS	2007	2008	2009	2010	Growth 2007-2010
Total	190,062,766	189,107,872	173,683,763	182,333,153	-4.1%
0811	77,510,659	78,131,963	73,696,034	88,851,446	14.6%
0810	60,843,373	59,684,640	62,403,563	56,101,480	-7.8%
0808	38,926,618	42,700,919	25,565,150	26,118,365	-32.9%
0809	5,209,875	3,856,321	6,178,166	5,815,257	11.6%
0806	4,258,284	3,027,160	2,940,922	2,581,547	-39.4%
0807	2,592,765	1,145,502	2,086,837	2,141,016	-17.4%
0813	504,426	444,046	655,302	635,831	26.1%
0805	2,922	33,802	34,335	36,195	1,138.7%
0812	39,506	25,942	21,134	18,075	-54.2%
0803	0	4,883	12,336	16,945	-
0804	174,216	52,679	89,895	13,611	-92.2%
0814	122	15	89	3,385	2,674.6%



**Canada's Monthly Exports to All Countries**  
(HS Codes 0803, 0804, 0805, 0806, 0807, 0808, 0809,  
0810, 0811, 0812, 0813, 0814, Value \$CAD)

Month	2007	2008	2009	2010
Jan	37,162,969	32,984,042	26,248,357	15,801,525
Feb	35,309,123	31,810,883	24,794,506	14,848,798
Mar	30,523,047	32,440,203	26,604,174	21,365,082
Apr	29,309,406	29,816,127	24,349,495	18,018,911
May	26,657,984	28,029,539	18,442,604	17,184,252
Jun	19,742,779	25,749,823	18,804,839	14,722,472
Jul	45,123,436	37,146,820	46,841,803	43,490,246
Aug	70,729,716	69,036,010	65,938,200	75,311,903
Sep	53,186,711	49,905,593	39,422,705	39,668,532
Oct	52,374,505	80,321,185	65,809,858	69,852,687
Nov	42,873,954	38,011,991	33,925,980	38,089,383
Dec	31,360,471	22,458,770	13,709,083	25,992,681
TOTAL	474,354,101	477,710,986	404,891,604	394,346,472

**Canada's Exports to All Countries by Province**  
(HS Codes 0803, 0804, 0805, 0806, 0807, 0808, 0809, 0810,  
0811, 0812, 0813, 0814, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	3,818,725	3,859,215	2,535,997	1,745,024
British Columbia	215,677,657	215,495,589	205,878,900	202,321,032
Manitoba	98,771	110,205	0	2,284
New Brunswick	6,179,366	3,846,188	1,578,508	1,904,667
Newfoundland and Labrador	72	435,734	32,902	54,627
Nova Scotia	100,704,489	100,149,448	66,715,578	82,477,717
Ontario	20,490,390	18,278,118	13,482,131	18,034,072
Prince Edward Island	10,950,760	14,289,446	9,977,473	10,363,192
Québec	116,073,782	121,046,908	104,544,047	77,419,059
Saskatchewan	360,089	200,135	146,068	24,798

**Canada's Top 10 Fruit Markets**  
(HS Codes 0803, 0804, 0805, 0806, 0807, 0808, 0809, 0810,  
0811, 0812, 0813, 0814, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	474,354,101	477,710,986	404,891,604	394,346,472	-16.9%
United States	326,177,709	337,587,700	283,478,832	263,798,721	-19.1%
Germany	19,085,826	20,592,883	27,072,462	23,541,035	23.3%
Japan	35,242,513	30,618,397	20,085,866	23,427,780	-33.5%
Netherlands	9,203,075	16,999,955	10,038,876	13,539,410	47.1%
United Kingdom	24,195,446	23,383,192	13,490,974	10,198,398	-57.8%
China	14,924,299	10,428,061	7,943,084	9,757,082	-34.6%
Taiwan	5,140,771	3,067,858	9,220,298	8,507,814	65.5%
France	9,235,045	9,143,450	8,730,285	7,068,377	-23.5%
Australia	5,785,620	4,294,737	3,548,657	5,849,650	1.1%
Belgium	9,412,515	5,061,231	6,012,567	5,796,944	-38.4%

*Quality*  
is in our **nature**

## Canadian Honey

*How Sweet it is!*



Did you know that Canada's honey yield is twice the world's average? That's not surprising considering that Canada's **wide open spaces**, **clean natural environment** and weather offer **perfect conditions** for nectar production. Long days of summer sunshine in Canada's northern climate provide access to bountiful flowering crops that attract a growing number of honeybees. The result? Beautiful golden honey loved by consumers in 27 countries worldwide.

### Versatile, natural and nutritious

The Canadian honey sector is as dynamic and industrious as the honeybee itself. Close to 8,000 beekeepers maintain nearly 610,000 bee colonies across the country. Our packaged honey, which is filtered and can be pasteurized, doesn't need preservatives and has a shelf life of up to two years.



Besides our deliciously sweet honey, Canada's honey industry produces several other value-added by-products, including:

- **Beeswax** for candles and household products such as polishes;
- **Protein-rich pollen** used as a diet supplement;
- **Propolis**, an ingredient used in cosmetics and lip balms; and
- **Royal jelly** used in skin creams and lotions.

Canada's bees are credited with providing up to \$1 billion in increased agricultural production annually. Beekeepers rent their hives to horticultural producers each spring to ensure that widespread pollination takes place.

### Care and commitment

Canadians take great pride in their honey production standards. Indeed, the industry not only meets ISO (international) standards for honey production, it exceeds them. The **safety** and **quality** of Canadian honey is second to none. The Canadian Food Inspection Agency, through the *Honey Regulation of the Canadian Agricultural Products Act*, ensures that producers and importers\* meet strict federal and international standards.





Most provinces have provincial apiculturists responsible for the registration of beekeepers, bee health, management practices and other beekeeping issues. **Superior quality. Prized taste. That's Canadian honey.**

### Taste the Canadian difference

The number of Canadian honeybee colonies continues to grow and it's no wonder. Our clean, pristine and vast land—coupled with a sector supported by top-notch food scientists and a government that contributes to a rigorous approach to food safety—provides a perfect environment.

For further information on Canada's honey industry, Canadian capabilities and exported products, please visit:

#### Government websites

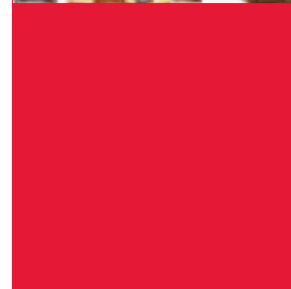
- Agri-Food Trade Service – Agriculture and Agri-Food Canada  
[www.ats.agr.gc.ca](http://www.ats.agr.gc.ca)
- Canada Agricultural Products Act – Honey Regulations  
<http://lois.justice.gc.ca/en/C-0.4/C.R.C.-c.287/index.html>
- Statistics Canada free publication on honey Situation and Trends  
[www.statcan.ca/english/freepub/23-221-XIB/23-221-XIB2005000.pdf](http://www.statcan.ca/english/freepub/23-221-XIB/23-221-XIB2005000.pdf)

#### Industry website

- Canadian Honey Council  
[www.honeycouncil.ca](http://www.honeycouncil.ca)

\* The Canadian honeybee industry is almost totally self-sufficient, however, it imports some honeybees from Australia, New Zealand and the United States.

*Quality*  
is in our **nature**



## Canadian Honey

### Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

### Canada's Exports to All Countries (HS Code 0409)

Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
Honey, natural	37,546,863	69,843,080	47,122,262	56,995,108	51.8%
Product (Quantity, KGM)	2007	2008	2009	2010	Growth 2007-2010
Honey, natural	16,128,463	22,341,035	11,929,150	14,932,115	-7.4%

### Canada's Monthly Exports to All Countries (HS Code 0409, Value \$CAD)

Month	2007	2008	2009	2010
Jan	3,130,452	3,728,394	2,425,917	2,721,925
Feb	3,372,439	7,601,194	5,982,043	4,507,918
Mar	4,002,510	9,282,155	6,865,879	7,498,792
Apr	3,939,837	8,979,682	3,881,087	3,801,843
May	3,106,930	6,020,126	4,722,259	4,668,483
Jun	3,066,337	6,486,884	4,301,044	4,675,806
Jul	3,160,310	5,325,062	3,270,811	6,073,232
Aug	1,855,530	4,373,496	3,019,945	3,639,929
Sep	2,025,851	2,797,693	2,309,115	3,459,217
Oct	3,069,871	4,345,691	3,727,762	5,493,218
Nov	3,519,198	6,508,432	3,207,901	5,214,338
Dec	3,297,598	4,394,271	3,408,499	5,240,407
TOTAL	37,546,863	69,843,080	47,122,262	56,995,108

**Canada's Exports to All Countries by Province  
(HS Code 0409, Value \$CAD)**

Province	2007	2008	2009	2010
Alberta	6,994,088	18,522,947	16,924,051	15,530,459
British Columbia	163,147	686,824	138,259	1,191,317
Manitoba	18,913,914	19,306,087	17,693,867	18,781,935
New Brunswick	0	0	0	65,665
Nova Scotia	2,392	48,922	3,629	358,397
Ontario	1,718,983	2,100,713	2,985,455	1,813,707
Prince Edward Island	4,348	0	15,000	24,895
Québec	5,241,849	9,099,275	4,411,251	7,906,512
Saskatchewan	4,508,142	20,078,312	4,950,750	11,322,221

**Canada's Top 10 Honey Markets  
(HS Code 0409, Value \$CAD)**

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL	37,546,863	69,843,080	47,122,262	56,995,108	51.8%
United States	32,416,682	54,927,957	33,257,702	41,136,613	26.9%
Japan	975,265	5,127,445	6,714,312	9,848,183	909.8%
Germany	1,712,498	2,417,889	1,914,990	2,669,229	55.9%
China	56,312	96,517	1,530,989	917,367	1,529.1%
Switzerland	15,299	144,145	140,612	469,412	2,968.3%
United Kingdom	97,326	754,468	541,609	417,331	328.8%
France	200,187	255,889	341,638	267,623	33.7%
Australia	893,623	4,630,406	2,038,644	223,391	-75.0%
Hong Kong	20,774	105,265	84,702	215,348	936.6%
Austria	0	0	47	185,261	-

*Quality*  
is in our **nature**



*Canada*

## Canadian Icewine

*Winter's Nectar*



Canadian Icewine is a sweet dessert wine renowned for its rich flavours and unsurpassed smoothness. While Icewine is also made in Germany, Austria and the United States, Canada is the only wine-producing region in the world with a climate so cold that its vintners can guarantee an annual production of this highly sought-after product.

Icewine is created from grapes naturally frozen on the vine, a process that generates a thick golden liquid with highly concentrated natural sugars and flavours. The resulting wines are of spectacular quality, with subtle bouquets of peaches, apricots, tropical fruits, honey, toffee, caramel, maple and nuts, depending on the grape varietal used in making the Icewine. The range of grape varieties is continually expanding as producers move to red wine grapes—such as Cabernet Franc—from the traditional Icewine base of Vidal and Riesling grapes. Icewine is also being infused into sparkling wines and spirit-based products, expanding the range of Icewine products even further.



Most Canadian Vintners Quality Alliance (VQA) Icewine comes from Ontario, followed by British Columbia. Quebec and Nova Scotia produce Icewine in smaller quantities.

### **A hard-earned harvest**

Canadian Icewines command premium prices because they are expensive and risky to make. The process begins when the grower leaves a select part of the vineyard unharvested, and waits for Canada's bone-chilling cold to descend. As temperatures fall throughout the autumn and into the winter, the vintner watches anxiously as the grapes endure the natural hazards of wind, rot, hail, sleet, and the predations of hungry birds.



If all goes well, and vineyard temperatures reach  $-8^{\circ}\text{C}$  or lower, the harvest can begin. Icewine harvests often begin at night so that grapes may be picked and delivered to processing facilities before daytime temperatures warm. Grapes must be processed while still frozen. Much of the Icewine grape crop, especially that belonging to small producers, is also picked by hand—a challenging endeavour in the cold conditions!



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

**Canada**



The yield of grapes to make Icewine is very small compared to that of a normal table-wine grape harvest. Three or more kilograms of grapes will only produce one 375-ml bottle of finished Icewine, while the same weight of fruit, normally harvested, will provide up to 10 times that amount of table wine. However, the results are well worth it. After settling for several days, this golden nectar is aged for several months, allowing the juice to be transformed into an intensely sweet and flavourful, perfectly balanced Canadian Icewine. This wine is an excellent complement to desserts such as cobblers and cheesecake, or to starters such as *foie gras* and *pâté*. And, of course, it is superb when appreciated all on its own.

### Quality guaranteed

The sterling quality of Canadian Icewines is guaranteed because of the exacting standards followed by producers. Icewine production is also closely watched by VQA regulatory authorities. Each vintage is carefully monitored to ensure that the Icewine comes from approved grapes grown within a defined viticultural area, and that the grapes are picked and pressed at or below the required temperature of  $-8^{\circ}\text{C}$ . The average natural sugar levels of the juice must meet strict criteria and both the alcohol and residual sugar in the finished wine must come exclusively from the natural sugar of the grapes.

It is this stringent approach and meticulous care that ensures Canadian Icewines are genuine and of the highest quality. As further proof of quality, Canadian Icewines continue to receive the highest awards at the world's most prestigious international wine fairs, including Vinexpo and VinItaly.

### Taste the Canadian difference

Canada's Icewines appeal to the most discriminating palates and command premium prices around the world. For further information on the Canadian Icewine industry, please visit:

#### Government websites

- Agri-Food Trade Service  
[www.ats-sea.agr.gc.ca](http://www.ats-sea.agr.gc.ca)

#### Industry websites

- Canadian Vintners Association  
[www.canadianvintners.com](http://www.canadianvintners.com)
- Vintners Quality Alliance  
[www.vqaontario.com](http://www.vqaontario.com)
- Wines of Ontario  
[www.winesofontario.org](http://www.winesofontario.org)
- BC Wine Institute  
[www.winebc.com](http://www.winebc.com)
- Wines of Nova Scotia  
[www.winesofnovascotia.ca](http://www.winesofnovascotia.ca)



## Canadian Icewine

### Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

#### Canada's Exports to All Countries (HS Code 22042110)

Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
Icewine, in containers holding 2 litres or less	11,588,800	11,602,806	8,614,421	12,035,009	3.9%
Product (Quantity, LTR)	2007	2008	2009	2010	Growth 2007-2010
Icewine, in containers holding 2 litres or less	175,694	193,464	127,858	171,638	-2.3%

#### Canada's Monthly Exports to All Countries (HS Code 22042110, Value \$CAD)

Month	2007	2008	2009	2010
Jan	705,628	888,294	608,773	550,385
Feb	856,653	558,106	567,490	524,104
Mar	931,700	1,023,146	540,173	1,176,017
Apr	629,835	1,141,398	402,650	903,908
May	652,797	846,695	539,114	854,386
Jun	910,738	580,914	461,919	927,251
Jul	456,475	1,436,811	853,054	670,846
Aug	762,002	360,853	441,607	979,717
Sep	1,670,754	1,706,240	631,525	946,444
Oct	1,373,656	1,414,391	1,755,042	1,625,484
Nov	1,352,574	853,928	1,017,113	1,113,605
Dec	1,285,988	792,030	795,961	1,762,862
TOTAL	11,588,800	11,602,806	8,614,421	12,035,009

#### Canada's Exports to All Countries by Province (HS Code 22042110, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	0	1,498	0	32,448
British Columbia	925,975	596,732	946,862	1,275,748
Nova Scotia	0	0	0	3,000
Nunavut	0	0	0	1,794
Ontario	10,506,446	10,937,068	7,146,353	10,183,882
Prince Edward Island	0	1,948	0	0
Québec	156,379	65,560	521,206	538,137

#### Canada's Top 10 Icewine Markets (HS Code 22042110, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	11,588,800	11,602,806	8,614,421	12,035,009	3.9%
China	2,157,300	1,657,209	2,519,011	4,673,747	116.6%
United States	1,810,280	2,725,655	1,266,567	1,579,739	-12.7%
South Korea	2,767,062	2,226,465	1,343,696	1,551,298	-43.9%
Hong Kong	623,713	704,403	352,807	1,027,549	64.7%
Singapore	1,108,240	841,730	1,070,718	955,543	-13.8%
United Kingdom	304,320	540,197	402,706	656,976	115.9%
Japan	723,632	932,974	499,162	381,237	-47.3%
Taiwan	594,432	543,124	322,486	297,639	-49.9%
United Arab Emirates	58,354	30,090	72,831	254,605	336.3%
Malaysia	198,287	207,659	182,348	158,697	-20.0%



*Quality*  
is in our **nature**



## Canadian Lobster and Snow Crab

*Fresh From the Ocean*



If your ideal seafood is lobster or snow crab, Canada has a feast for you. Canada is the world's largest exporter, by value, of both. Our clean, cold waters provide a bountiful harvest of the two species and our dedication to quality, freshness and taste means that these Canadian delicacies are prized around the world.

### Atlantic lobster, the king of seafood

Canada's Atlantic lobster comes from the salt waters around Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and Québec, and is our most valuable and best-known seafood export. People in more than 50 countries enjoy the delicacy, either by itself or in a myriad of gourmet dishes.

Because the lobster catch is so valuable, we have used advanced techniques to monitor the seabed and the lobster population so that the fishery will continue to be sustainable and environmentally sound. Methods of lobster storage and processing are equally advanced; while lobsters are still caught in traps hauled one at a time from the ocean, just as they were a century ago, modern lobster boats are equipped with on-board refrigeration that greatly improves the freshness of the catch. Landed at the dock within hours of being caught, the lobsters go directly to holding tanks for live sale, or to sophisticated packing plants where innovative quick-freezing methods guarantee their freshness and flavour.

Canadian lobster is available live, frozen whole, as lobster tails, as lobster meat and in several other forms. Prepared hot, it's superb in casseroles, bisques, omelettes, soufflés, quiches and crêpes. Cold, it adds elegance to salads, hors d'oeuvres and lobster rolls.

### Splendid snow crab

Canadian snow crab is caught in all the Atlantic provinces and in Québec. While it is not the only crab species harvested in Canada, the snow crab catch is by far the largest, making it the cornerstone of our Atlantic crab industry.

Canada's snow crab harvest is highly sustainable because fishers carefully sort the catch and put the females and immature crabs back into the





ocean. Only mature males are used in our modern processing plants, where they are quickly precooked and flash-frozen to preserve their ocean-fresh flavour.

As a result of this meticulous care, gourmets worldwide appreciate Canada's frozen and snow crab meat for its rich, sweet taste and the firm texture of its meat. Gently steamed when fresh and presented whole or in sections, it's superb with drawn butter. The cooked claws make elegant hors d'oeuvres, and the meat is excellent when served hot in soups, omelettes and canapés, or cold in crab salad, stuffed mushrooms or crab dip.

### Assured quality

Canadian lobster and snow crab are very safe to eat. Canada has one of the world's most rigorous seafood inspection and control systems, overseen by the Canadian Food Inspection Agency (CFIA), which sets stringent standards for seafood products and for seafood handling and processing. All establishments that harvest and prepare Canadian seafood for export must be federally registered and must comply strictly with international Hazard Analysis Critical Control Points (HACCP) principles.

The CFIA also inspects our seafood for contaminants and ensures that ongoing testing falls within the guidelines established by Health Canada. These guidelines meet the standards of both the U.S. Food and Drug Administration and the World Health Organization.

### Taste the Canadian difference

Succulent and delicious, Canadian lobster and snow crab will delight the most discriminating palate. For further information on Canada's seafood industry, please visit:

#### Government websites

- Fish and Seafood Canada:  
[www.ats-sea.agr.gc.ca/sea-mer](http://www.ats-sea.agr.gc.ca/sea-mer)
- Fisheries and Oceans Canada:  
[www.dfo-mpo.gc.ca/fm-gp/index-eng.htm](http://www.dfo-mpo.gc.ca/fm-gp/index-eng.htm)
- Canadian Food Inspection Agency:  
[www.inspection.gc.ca](http://www.inspection.gc.ca)
- New Brunswick:  
[www.gnb.ca/0027/Index-e.asp](http://www.gnb.ca/0027/Index-e.asp)
- Newfoundland and Labrador:  
[www.fishaq.gov.nl.ca](http://www.fishaq.gov.nl.ca)
- Nova Scotia:  
[www.gov.ns.ca/fish](http://www.gov.ns.ca/fish)
- Prince Edward Island:  
[www.gov.pe.ca/fard](http://www.gov.pe.ca/fard)

#### Industry websites

- Lobster Council of Canada:  
[www.lobstercouncilcanada.ca](http://www.lobstercouncilcanada.ca)
- Atlantic Canada Lobster & Seafood Promotion Group:  
[www.tastelobster.ca](http://www.tastelobster.ca)
- Newfoundland Association of Seafood Producers:  
[www.seafoodproducers.org](http://www.seafoodproducers.org)



## Canadian Lobster

### Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

#### Canada's Exports to All Countries (\$CAD)

HS	2007	2008	2009	2010	Growth 2007-2010
03061290	297,155,984	347,753,671	272,557,775	381,890,767	28.5%
03062210	422,915,154	369,097,512	378,386,938	345,539,816	-18.3%
16053011	111,275,304	146,948,261	106,079,575	154,631,363	39.0%
03061210	59,447,648	44,092,993	37,585,920	51,243,524	-13.8%
16053099	3,426,490	4,475,730	1,919,594	5,466,617	59.5%
16053019	5,092,083	4,814,362	4,761,174	4,254,162	-16.5%
03062290	1,047,582	1,192,868	1,308,798	1,487,920	42.0%
16053091	5,506,055	2,592,537	848,217	1,458,729	-73.5%
03061100	1,347,449	3,211,309	1,817,000	879,314	-34.7%
03062100	0	4,130	0	5,169	-

#### HS Codes

- 03061100 - Rock lobster & other sea crawfish, frozen in shell or not, incl boiled in shell
- 03061210 - Lobsters in brine, (Homarus spp), frozen, in shell, including boiled in shell
- 03061290 - Lobsters, (Homarus spp), nes, frozen, in shell, including boiled in shell
- 03062100 - Rock lobster & other sea crawfish not fz, in shell or not, incl boiled in shell

#### Canada's Exports to All Countries (Quantity, KGM)

HS	2007	2008	2009	2010	Growth 2007-2010
03061290	9,397,242	10,744,536	10,392,226	13,891,432	47.8%
03062210	25,159,870	25,311,806	26,605,417	26,949,207	7.1%
16053011	4,082,590	5,158,228	4,386,392	6,105,093	49.5%
03061210	3,119,865	2,249,588	2,464,771	3,009,535	-3.5%
16053099	349,264	411,640	379,739	596,233	70.7%
16053019	181,287	156,177	159,954	144,360	-20.4%
03062290	52,487	43,929	87,227	112,533	114.4%
16053091	180,815	83,179	51,230	49,900	-72.4%
03061100	110,462	176,719	151,549	90,545	-18.0%
03062100	0	216	0	1,544	-

- 03062210 - Lobsters, (Homarus spp), live
- 03062290 - Lobsters, (Homarus spp), not frozen, exc live, in shell, including boiled in shell
- 16053011 - Lobster meat, frozen, simply boiled in water
- 16053019 - Lobster meat, not frozen, simply boiled in water
- 16053091 - Lobster, prepared or preserved, in airtight containers
- 16053099 - Lobster, prepared or preserved, not in airtight containers

**Canada's Monthly Exports to All Countries**  
(HS Codes 03061100, 03061210, 03061290, 03062100, 03062210, 03062290, 16053011, 16053019, 16053091, 16053099, Value \$CAD)

Month	2007	2008	2009	2010
Jan	59,168,773	42,057,482	42,228,827	43,860,090
Feb	49,215,682	44,294,629	38,949,141	40,060,647
Mar	38,921,397	39,434,311	42,393,589	35,432,035
Apr	37,938,530	39,947,653	37,004,950	32,421,574
May	92,454,646	110,761,033	101,996,887	133,256,025
Jun	145,066,251	154,795,206	126,724,039	133,537,337
Jul	84,719,376	89,503,126	60,668,583	88,811,006
Aug	83,086,860	86,194,328	65,972,603	90,715,899
Sep	75,177,516	78,932,152	65,130,049	67,678,013
Oct	67,077,049	66,498,692	58,485,872	77,870,675
Nov	57,269,850	58,878,540	62,306,921	63,998,623
Dec	117,117,819	112,886,221	103,403,530	139,215,457
TOTAL	907,213,749	924,183,373	805,264,991	946,857,381

**Canada's Exports to All Countries by Province**  
(HS Codes 03061100, 03061210, 03061290, 03062100, 03062210, 03062290, 16053011, 16053019, 16053091, 16053099, Value \$CAD)

Province	2007	2008	2009	2010
British Columbia	54,139	255,892	44,485	93,347
Manitoba	0	0	0	38,775
New Brunswick	327,673,190	364,060,575	294,613,909	388,844,638
Newfoundland and Labrador	13,926,264	11,825,471	9,885,623	12,807,266
Northwest Territories	41,280	57,463	28,800	14,400
Nova Scotia	388,426,723	353,158,715	354,256,016	330,169,704
Nunavut	15,600	14,848	0	0
Ontario	2,037,088	486,314	810,834	4,634,871
Prince Edward Island	143,106,885	149,707,206	103,051,180	132,003,882
Québec	31,884,772	44,597,723	42,568,533	78,237,736
Saskatchewan	47,808	19,166	5,611	12,762

**Canada's Top 10 Lobster Markets**  
(HS Codes 03061100, 03061210, 03061290, 03062100, 03062210, 03062290, 16053011, 16053019, 16053091, 16053099, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	907,213,749	924,183,373	805,264,991	946,857,381	4.4%
United States	701,991,260	758,089,498	645,342,863	768,410,639	9.5%
Japan	40,291,966	26,449,688	19,868,922	28,679,844	-28.8%
France	23,310,502	24,876,036	19,016,952	24,235,479	4.0%
Belgium	29,715,450	21,737,042	22,047,934	21,872,014	-26.4%
South Korea	14,398,562	13,060,543	15,445,702	17,178,747	19.3%
Hong Kong	6,869,742	6,717,445	9,435,183	15,970,542	132.5%
Netherlands	13,296,849	7,516,777	8,046,652	10,658,692	-19.8%
China	1,608,426	1,668,345	4,919,417	9,812,335	510.1%
United Kingdom	14,698,641	8,869,320	13,040,607	8,267,857	-43.8%
Italy	11,729,941	9,168,178	7,737,733	6,976,361	-40.5%

*Quality*  
is in our **nature**



*Canada*

## Canadian Maple Syrup

*Pure Liquid Gold*



Every spring in Eastern Canada, as the snow begins to melt and animals stir from their winter slumber, the eagerly anticipated maple sugaring season begins. Canada produces 85 percent of the world's maple syrup. With forests brimming with majestic **red, black and sugar maples**, the country has just the right mix of cold spring nights and warm daytime temperatures to produce an abundance of the clear-coloured sap used to make maple syrup.

Canada's maple syrup producing regions are located in the provinces of Quebec, Ontario, New Brunswick and Nova Scotia. Maple syrup has long been part of Canada's cultural fabric. The country's Aboriginal peoples taught the early settlers how to harvest sap and boil it to make maple syrup. Maple sugar was the first kind of sugar produced in eastern North America and remained the standard sweetener until 1875, when cane sugar became available.



Now enjoyed in 45 countries around the world, Canadian maple syrup products range from traditional **maple syrup** to **maple sugar, maple butter, maple candy** and a full range of **products containing maple syrup**, such as cereals, yoghurts and more.

### **Nurturing nature**



Quality maple sugar production is a source of great pride for Canadians – a true connection to nature. As maple trees grow, they accumulate starch, which converts into sugar during the spring thaw and mixes with the water absorbed through tree roots. Maple sap contains about 97 percent water, plus minerals, organic acids and maple taste precursors. It takes 40 litres of sap to make one litre of syrup.

Canada's maple syrup producers take great care to ensure the long term survival of their maple sugar bushes. They collect only enough sap for one to 1.5 litres of syrup from each tree – or less than one-tenth of the tree's sugar. Collecting too much sap would rob trees of nourishment. Canada's producers are committed to safeguarding the health and longevity of their trees.



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

**Canada** 



## World-class expertise

Historically, sap was collected in buckets and then poured into a large gathering tank that was pulled by a team of horses or a tractor to the evaporator house. In the early 1970s, the industry was reborn when scientists developed new gathering and production methods. Today, producers use **tubing systems**, **reverse osmosis** and **high-performance evaporators**, all of which have made the industry significantly more efficient. In fact, Canada boasts some of the most innovative systems in maple production in the world.

The safety and quality of Canadian maple syrup is monitored by the Canadian Food Inspection Agency (CFIA), which ensures producers meet high federal standards. The CFIA is also responsible for the federal classification of maple syrup within the following categories:

*Canada No. 1 (extra light, light, medium)*

*Canada No. 2 (amber)*

*Canada No. 3 (dark)*

## Taste the Canadian difference

Although delicious and sweet on its own, maple syrup has evolved beyond the traditional pancake and waffle markets and can now be found in value-added products as a natural flavouring. The industry continues to innovate by introducing fruit-flavoured maple syrups, maple syrup and liqueur blends, organic products and leading-edge packaging.

Any wonder why the maple leaf figures prominently on Canada's national flag? For further information on Canada's maple syrup industry, Canadian capabilities and exported products, please visit:

### Government websites

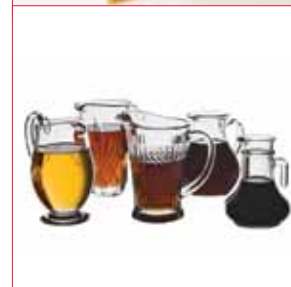
- Agri-Food Trade Service – Agriculture and Agri-Food Canada  
[www.ats.agr.gc.ca](http://www.ats.agr.gc.ca)
- Maple Products Sector Information – Agriculture and Agri-Food Canada  
[www.agr.gc.ca/misb/hort/index\\_e.cfm?s1=sit&page=maple-erable](http://www.agr.gc.ca/misb/hort/index_e.cfm?s1=sit&page=maple-erable)
- Canadian Agricultural Products Act – Maple Products Regulations  
<http://lois.justice.gc.ca/en/C-0.4/>

### Industry websites

- Ontario Maple Syrup Producers Association [www.ontariomaple.com](http://www.ontariomaple.com)
- Fédération des producteurs acéricoles du Québec [www.siroperable.ca](http://www.siroperable.ca)
- New Brunswick Maple Syrup Association Inc. [www.infor.ca](http://www.infor.ca)
- Maple Producers' Association of Nova Scotia [www.novascotiamplesyrup.com](http://www.novascotiamplesyrup.com)

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AAFC No. 11531E



## Canadian Maple Syrup

### Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

#### Canada's Exports to All Countries (HS Code 170220)

Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
Maple sugar and maple syrup	217,629,424	233,738,849	252,721,944	231,298,213	6.3%
Product (Quantity, KGM)	2007	2008	2009	2010	Growth 2007-2010
Maple sugar and maple syrup	40,672,935	34,227,103	34,173,032	32,577,174	-19.9%

#### Canada's Monthly Exports to All Countries (HS Code 170220, Value \$CAD)

Month	2007	2008	2009	2010
Jan	17,531,384	17,578,872	14,405,149	20,664,396
Feb	15,852,436	16,666,804	17,063,513	16,193,769
Mar	17,426,326	17,659,521	17,332,700	19,173,844
Apr	19,967,456	17,384,006	28,405,993	15,307,471
May	20,359,468	22,976,428	29,266,013	17,869,281
Jun	18,525,602	22,750,069	27,196,839	20,640,570
Jul	17,881,450	21,712,355	22,695,044	18,603,755
Aug	16,735,016	17,143,226	18,292,341	18,106,973
Sep	15,444,248	19,196,531	17,181,934	19,286,453
Oct	18,651,384	21,270,540	20,206,630	20,008,908
Nov	18,731,075	21,830,182	20,895,105	24,478,844
Dec	20,523,579	17,570,315	19,780,683	20,963,949
TOTAL	217,629,424	233,738,849	252,721,944	231,298,213

#### Canada's Exports to All Countries by Province (HS Code 170220, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	20	0	5	1
British Columbia	576,735	734,482	559,496	501,394
Manitoba	0	0	131	0
New Brunswick	1,551,855	4,269,609	7,555,452	7,645,221
Nova Scotia	119,185	7,410	108,694	385,107
Northwest Territories	0	0	0	310,532
Ontario	7,424,809	1,023,970	1,010,185	441,308
Prince Edward Island	1,096	0	0	217,404
Québec	207,948,908	227,703,378	243,487,981	221,797,246
Saskatchewan	6,816	0	0	0

#### Canada's Top 10 Maple Sugar and Syrup Markets (HS Code 170220, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	217,629,424	233,738,849	252,721,944	231,298,213	6.3%
United States	153,101,334	156,029,130	167,861,447	142,993,460	-6.6%
Japan	20,752,812	24,612,437	21,669,051	28,092,909	35.4%
Germany	15,874,924	15,478,107	16,414,931	16,224,744	2.2%
United Kingdom	4,323,698	10,130,850	13,069,021	9,593,150	121.9%
France	5,319,911	6,201,111	8,289,540	7,580,222	42.5%
Australia	4,817,936	5,400,626	8,129,652	6,883,308	42.9%
Denmark	2,489,716	3,609,875	4,257,666	4,130,080	65.9%
South Korea	2,026,880	1,697,885	2,066,720	2,941,053	45.1%
Switzerland	2,145,845	2,258,390	2,115,704	2,741,707	27.8%
Netherlands	1,882,430	1,755,093	2,132,899	2,244,257	19.2%

*Quality*  
is in our **nature**



*Canada*

## Canadian Organic Foods

*Pure, Natural and Delicious*



Take one of the world's most **natural** and **clean** environments. Combine it with farmers and processors committed to **healthy food choices**, with the know-how to bring a varied selection of foods to consumers' tables. Add in a cold winter climate that reduces pest and disease problems, plus a **large and fertile land base**. The end result: pure, natural and healthy Canadian organic foods.

### A vibrant community

Canada's organic food sector is an innovative and growing community, focused on bringing the best of organics to consumers worldwide. Although grain production is by far Canada's largest organic export commodity, the industry is highly diversified. Canada produces and exports a full range of **fresh**, **frozen** and **processed organic foods**, including everything from fruit and **fruit juices** to peas, lentils and other pulses, and from **maple syrup** to breakfast **cereals**, **fruit smoothies**, **nut butters**, and a wide range of **meat** and **seafood** products.



It's a sector experiencing phenomenal expansion, with double digit annual growth in production and retail sales over the past decade. Most of Canada's organic production is exported to the United States, the European Union and Japan. The sector is positioning itself to increase and diversify its market share in these and other markets.



### Pride, purity, commitment

Canada's organic farmers are focused on maintaining a sustainable, healthy and productive ecosystem at all levels. Through their commitment to **soil regeneration**, **water conservation** and **animal welfare**, organic farmers demonstrate Canadian values at their best – hard work and pride in Canada's clean natural environment.



Canada's organic foods and processed products are produced without the use of synthetic pesticides, chemical fertilizers, genetic engineering or irradiation. Animals in the organic food chain are never fed animal by products, enjoy plenty of outdoor time and socialize with other animals. At the processing level, Canada's organic products are free of chemical preservatives and synthetic additives like colourings and waxes.







Canada's Organic Products Regulations came into effect on June 30, 2009. These regulations ensure all organic products are internationally compliant and certified by government-approved organizations. Working under the watchful eye of the Canadian Food Inspection Agency and certifying bodies, organic producers, processors and handlers are required to adhere to stringent national and international standards.

The government of Canada is committed to working with foreign governments to reduce costs and ease entry for Canadian organic products.

### Moving the industry forward

The Canadian organic community is diversifying and moving into new international markets. The sector's impressive growth is expected to continue well into the future. And it has support to innovate and develop from all levels.

The Organic Agriculture Centre for Canada provides support for organic farmers and those in transition through information, research programs and courses. Grower interests are represented at the national level through the Canadian Organic Growers and the Canadian Organic Trade Association, while all across Canada, regional organic farming organizations work with farmers, processors and handlers to move the industry forward.

### Taste the Canadian difference

Produced across Canada's vast unspoiled landscape, treasured for their purity and diversity, Canadian organic foods are wholesome, certified and delicious. For further information on Canada's organic food community, Canadian capabilities and exported products, visit:

#### Government Websites

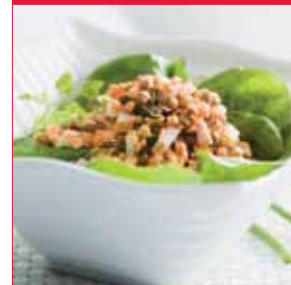
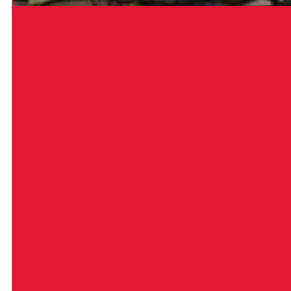
- Agri-Food Trade Service  
[www.ats.agr.gc.ca](http://www.ats.agr.gc.ca)
- Canadian General Standards Board: Organic Agriculture  
[www.pwgsc.gc.ca/cgsb/on\\_the\\_net/032\\_0310/standard-e.html](http://www.pwgsc.gc.ca/cgsb/on_the_net/032_0310/standard-e.html)
- Canadian Food Inspection Agency  
[www.inspection.gc.ca/english/fssa/orgbio/otfgtspbe.shtml](http://www.inspection.gc.ca/english/fssa/orgbio/otfgtspbe.shtml)
- Standards Council of Canada  
[www.scc.ca](http://www.scc.ca)

#### Sector Websites

- Canadian Organic Growers  
[www.cog.ca](http://www.cog.ca)
- Organic Agriculture Centre of Canada  
[www.organiccentre.ca](http://www.organiccentre.ca)

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*Quality*  
is in our **nature**



## Canadian Potatoes

### *Versatility and value*



Of all the vegetables grown in Canada, the humble potato is by far the **most versatile**. Potatoes can be boiled, fried, roasted or microwaved. They can be mashed, hashed, sliced, diced or grated. They're essential ingredients in stews, casseroles and soups. What goes better with a summer meal than a bowl of chilled potato salad? And who can pass up a plate of sizzling fish with a side order of golden French fries?

But potatoes aren't just for eating. Manufacturers use them to make many other products, including alcohol, starches, pharmaceutical preparations and biodegradable plastics. So it's no wonder that the potato is the most valuable of all Canada's vegetable crops — in fact, a third of the annual cash receipts for Canadian vegetable farmers are accounted for by this unassuming tuber.

### **A quality vegetable**

Potatoes are very **nutritious**, containing high amounts of potassium, iron, protein, fibre, phosphorous, and carbohydrates. They're also loaded with **vitamins**, including vitamins B1, B6 and C. And contrary to popular belief, they're a relatively **low-calorie** food — a serving size, 1 medium potato with skin (148 g) contains just 100 calories.

Canada has a long history of supplying top-quality table potatoes to its customers and is widely recognized as an international leader in **seed-potato production**. We grow about 150 types of registered seed potatoes, while our table **varieties** include Russet Burbank, Superior and the famous Yukon Gold, created by Canadian researchers and released in 1981. Our scientists regularly introduce new potato types to Canada and maintain a gene bank of distinctive potato varieties to support further product development.

Although Canadian-developed seed potatoes are designed for our northern climate, they hold significant promise for farmers in more southern countries as well. Called "northern vigour," this phenomenon is a result of our potatoes' adaptation to the long summer days of the north, which enhances their energy and vigour. When they're grown in warmer latitudes, the result is more **consistent crop development**, **higher yields** and **superior grades**. Better yet, the improvements carry over through several generations of seed.





## Taste the Canadian difference

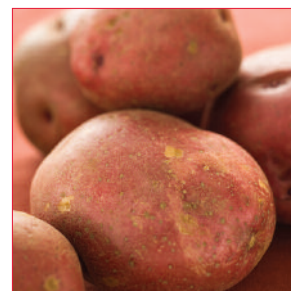
Be it ever so humble, there's nothing quite like the Canadian potato for taste, quality and adaptability. For further information on Canada's potato industry, please visit:

### Government websites

- Agriculture and Agri-Food Canada: Horticulture  
[www.agr.gc.ca/misb/hort](http://www.agr.gc.ca/misb/hort)
- Agriculture and Agri-Food Canada: Infohort  
[infohort.agr.gc.ca](http://infohort.agr.gc.ca)
- Agri-Food Trade Service  
[www.ats.agr.gc.ca](http://www.ats.agr.gc.ca)
- Canadian Food Inspection Agency: Potatoes  
[www.inspection.gc.ca/english/plaveg/potpom/var/indexe.shtml](http://www.inspection.gc.ca/english/plaveg/potpom/var/indexe.shtml)

### Industry websites

- Global Potato News  
[www.potatonews.com/default.asp](http://www.potatonews.com/default.asp)
- Spud Smart Magazine  
[www.spudsmart.com](http://www.spudsmart.com)



## Canadian Potatoes

### Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

#### Canada's Exports to All Countries (\$CAD)

HS	2007	2008	2009	2010	Growth 2007-2010
200410	866,416,233	898,334,298	964,109,503	822,803,454	-5.0%
070190	142,373,605	191,487,836	157,502,875	141,394,295	-0.7%
200520	49,497,621	57,077,843	75,777,436	73,867,387	49.2%
070110	38,721,461	27,934,575	41,187,842	36,371,966	-6.1%

#### HS Codes

- 070110 - Potatoes seed, fresh or chilled
- 070190 - Potatoes, fresh or chilled nes
- 200410 - Potatoes prepared or preserved other than by vinegar or acetic acid, frozen
- 200520 - Potatoes prepared or preserved, o/t by vinegar or acetic acid, not frozen

#### Canada's Exports to All Countries (Quantity)

HS	Unit	2007	2008	2009	2010	Growth 2007-2010
200410	KGM	1,007,174,960	974,041,956	955,470,790	870,183,897	-13.6%
200520	KGM	18,950,958	19,940,983	23,562,679	24,584,876	29.7%
070190	Metric Ton	496,910	530,941	382,767	399,117	-19.7%
070110	Metric Ton	113,243	73,587	94,488	94,508	-16.5%

#### Canada's Monthly Exports to All Countries (HS Codes 070110, 070190, 200410, 200520, Value \$CAD)

Month	2007	2008	2009	2010
Jan	101,729,763	91,085,865	118,812,238	89,328,384
Feb	92,297,076	87,433,263	114,915,526	87,415,202
Mar	106,030,123	100,218,087	128,986,906	100,758,669
Apr	109,411,053	94,025,033	118,400,380	96,838,141
May	101,520,079	98,951,726	104,198,540	93,932,878
Jun	85,931,206	93,012,617	97,842,219	93,314,530
Jul	86,010,714	89,625,059	96,313,511	88,432,825
Aug	77,177,461	88,767,019	88,043,002	82,577,213
Sep	75,224,500	91,520,821	88,491,495	75,698,507
Oct	87,818,821	105,945,461	90,420,607	86,809,490
Nov	86,635,474	121,219,785	99,014,875	91,186,134
Dec	87,222,650	113,029,816	93,138,357	88,145,129
TOTAL	1,097,008,920	1,174,834,552	1,238,577,656	1,074,437,102

**Canada's Exports to All Countries by Province**  
(HS Codes 070110, 070190, 200410, 200520, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	255,092,110	238,987,482	270,124,392	199,892,167
British Columbia	6,629,066	6,389,074	5,286,596	4,510,240
Manitoba	298,769,697	325,935,128	357,028,980	335,139,314
New Brunswick	193,178,719	229,531,533	211,365,815	194,371,979
Newfoundland and Labrador	25,630	3,062	60,856	61,602
Nova Scotia	2,921,264	1,332,036	2,369,577	7,170,802
Ontario	35,293,357	44,264,099	60,858,518	53,634,421
Prince Edward Island	276,241,148	285,427,167	296,047,416	249,381,885
Québec	25,395,638	39,084,776	30,864,798	27,416,479
Saskatchewan	3,462,291	3,880,195	4,570,708	2,858,213

**Canada's Top 10 Potato Markets**  
(HS Codes 070110, 070190, 200410, 200520, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL	1,097,008,920	1,174,834,552	1,238,577,656	1,074,437,102	-2.1%
United States	852,559,642	955,214,725	1,000,813,604	874,081,305	2.5%
Mexico	24,944,865	28,499,516	40,902,029	36,678,335	47.0%
Japan	41,732,218	33,029,962	35,385,014	28,240,773	-32.3%
Venezuela	17,271,500	20,503,852	24,973,955	17,451,034	1.0%
Saudi Arabia	18,290,699	15,013,641	11,933,807	11,438,781	-37.5%
Indonesia	7,154,426	6,861,012	6,843,303	10,685,100	49.3%
Costa Rica	7,601,695	10,713,007	13,133,946	8,555,395	12.5%
Philippines	5,584,194	5,854,931	14,203,252	7,804,869	39.8%
Australia	5,968,655	3,072,062	431,922	7,480,250	25.3%
United States Minor Outlying Islands	0	4,199,358	6,144,498	6,328,628	-

*Quality*  
is in our **nature**



*Canada*

## Canadian Soy

*The Healthy Alternative*



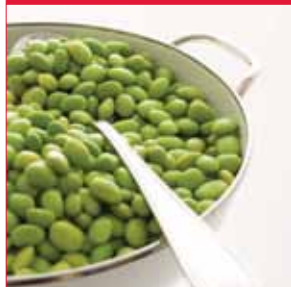
Canadian soybeans, a nutritious source of protein, are a growing favourite on the world stage, especially in Asia. Soybean production is concentrated in the central province of Ontario but new varieties developed by Canadian researchers are making it possible to grow them in other parts of the country as well. Canada exports well over \$1 billion worth of soybeans annually.

### Kitchen connections and more



Soy flour, soy protein and soy oil are ingredients in hundreds of commercially prepared foods that include margarine, beverages, cheeses, cake mixes, soups, candies, meat alternatives and frozen desserts. At home, any cook can prepare unique and tasty dishes using Canadian soy products, from applesauce cakes baked with soy flour, to miso soup made from soy oil, to a Mexican salad created with canned Canadian soybeans and corn.

Soy foods can be extremely healthy because soybeans contain high levels of vitamins, minerals, carbohydrates, unsaturated fats and protein—in fact, soy protein is nearly as high in quality as the proteins in milk and meat. At the same time, soybeans are good for heart health because they have no cholesterol and are very low in the saturated fats that contribute to cardiovascular disease.



Soy products can also be ideal for people who are lactose-intolerant and can't consume conventional dairy products. Soy milk, for example, is an excellent source of protein, B-vitamins and iron, and can be fortified to provide the same levels of calcium as cow's milk.

But Canadian soy doesn't end up only in human foods. Much of the soy meal that remains after the beans are crushed for oil is used as healthy protein in animal feed, while some of the oil goes to non-food products such as soap and cosmetics. Soy oil is also a source of biodiesel fuel, which has been used commercially in Canada since 2001.





## Innovation and excellence

While soy foods have been around for many centuries, there's always room for on-going research. Canadian soybean breeders specialize in developing new varieties of high-quality, food-grade beans for customers around the world. We rely on the federal government's Canadian Grain Commission (CGC) to ensure that we provide our customers with the world's best product. The CGC defines grading standards for our soybeans and ensures that these standards are rigorously applied to every year's harvest.

CGC also oversees the Canadian Identity-Preserved Recognition System (CIPRS), which helps segregate premium varieties of soybeans to make specific products, such as tofu, miso, or soy beverages. Canadian food scientists and soybean geneticists routinely consult national and international soyfood processors to explore new requirements, from protein and sugar content to water uptake, soymilk yield and tofu yield. And to make certain that all Canadian soy-based foods are safe, they're closely monitored by the Canadian Food Inspection Agency.

## Taste the Canadian difference

Produced to rigorous standards, Canada's soybeans and soy products offer the best in quality and nutrition. For more information about our soybean industry, please visit:

### Government websites

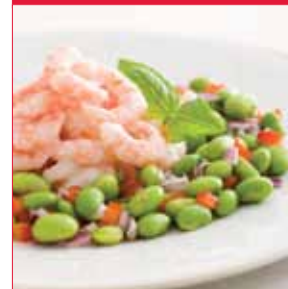
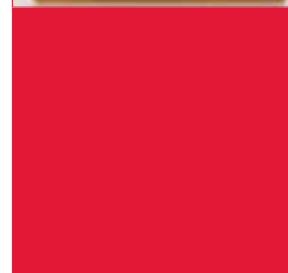
- Agri-Food Trade Service—Agriculture and Agri-Food Canada  
[www.ats.agr.gc.ca](http://www.ats.agr.gc.ca)
- Oilseed Industry Directory—Agriculture and Agri-Food Canada  
[www.ats.agr.gc.ca/supply/4218\\_e.htm](http://www.ats.agr.gc.ca/supply/4218_e.htm)
- Canadian Grain Commission  
[www.grainscanada.gc.ca](http://www.grainscanada.gc.ca)
- Canadian Food Inspection Agency  
<http://www.inspection.gc.ca/>

### Industry websites

- Canadian Soybean Council  
[www.soybeancouncil.ca](http://www.soybeancouncil.ca)
- Canadian Soybean Exporters Association  
[www.canadiansoybeans.com](http://www.canadiansoybeans.com)
- Ontario Soybean Growers  
[www.soybean.on.ca](http://www.soybean.on.ca)

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## Canadian Soy

### Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

#### Canada's Exports to All Countries (\$CAD)

HS	2007	2008	2009	2010	Growth 2007-2010
12010090	437,896,864	475,999,818	597,580,536	815,917,714	86.3%
12010020	238,140,150	399,557,308	382,491,685	506,157,515	112.5%
23040000	31,914,497	32,247,101	25,272,752	41,143,125	28.9%
15079000	21,101,350	43,380,408	25,935,869	32,564,246	54.3%
15071000	7,594,639	13,212,819	16,074,597	19,054,849	150.9%
120810	2,488,327	1,936,661	8,344,828	14,536,163	484.2%
12010010	4,068,377	10,326,468	8,868,286	13,227,087	225.1%
21031000	1,395,908	1,345,875	1,182,496	1,502,596	7.6%

#### HS Codes

- 12010010 - Soya beans, for sowing
- 12010020 - Soya beans, for oil extraction
- 12010090 - Soya beans, nes
- 120810 - Soya bean flour and meals
- 15071000 - Soya-bean oil crude, whether or not degummed
- 15079000 - Soya-bean oil and its fractions, refined but not chemically modified
- 21031000 - Soya sauce
- 23040000 - Soya-bean oil-cake and other solid residues, whether or not ground or pellet

#### Canada's Exports to All Countries (Quantity, KGM)

HS	2007	2008	2009	2010	Growth 2007-2010
12010090	1,072,160,916	844,620,834	1,074,108,525	1,464,995,594	36.6%
12010020	794,347,394	929,805,784	942,383,225	1,149,426,002	44.7%
23040000	106,987,225	72,559,522	54,486,539	109,310,489	2.2%
120810	5,790,375	3,642,000	21,000,006	39,424,036	580.9%
15079000	19,925,007	33,300,161	23,780,116	32,827,679	64.8%
15071000	9,555,236	10,651,917	20,976,604	20,266,700	112.1%
12010010	7,235,599	14,760,601	11,462,364	16,441,160	127.2%
21031000	1,254,004	1,259,674	1,039,812	1,226,711	-2.2%

#### Canada's Monthly Exports to All Countries

(HS Codes 12010010, 12010020, 12010090, 120810, 15071000, 15079000, 21031000, 23040000, Value \$CAD)

Month	2007	2008	2009	2010
Jan	51,675,900	46,239,344	69,801,473	83,850,646
Feb	29,231,733	69,836,341	61,957,162	64,251,583
Mar	44,371,571	71,004,991	67,664,379	68,208,132
Apr	48,478,392	51,550,019	65,084,586	56,200,621
May	42,693,505	56,951,770	82,135,164	52,389,033
Jun	49,888,556	61,069,494	54,116,152	47,937,368
Jul	51,738,292	40,255,415	62,551,862	68,008,419
Aug	46,837,026	53,830,436	39,487,837	76,061,890
Sep	38,271,638	25,835,292	40,163,602	50,686,284
Oct	123,559,049	129,429,032	100,794,591	304,950,669
Nov	149,071,633	208,801,582	235,323,909	342,200,146
Dec	68,782,817	163,202,742	186,670,332	229,358,504
TOTAL	744,600,112	978,006,458	1,065,751,049	1,444,103,295



**Canada's Exports to All Countries by Province**  
(HS Codes 12010010, 12010020, 12010090, 120810, 15071000, 15079000, 21031000 , 23040000, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	124,259	11,237,800	666,250	465,973
British Columbia	4,559,726	6,075,398	5,681,241	8,610,899
Manitoba	55,930,186	76,421,979	100,918,561	127,464,607
New Brunswick	70,574	144,622	151,681	5,882
Nova Scotia	43,560	1,590,915	2,086,186	6,798
Ontario	318,206,031	504,492,143	531,828,995	683,334,445
Prince Edward Island	19,182	73,135	634,613	1,374,274
Québec	362,368,069	376,770,389	418,701,393	614,815,590
Saskatchewan	3,278,525	1,200,077	5,082,129	8,024,827

**Canada's Top 10 Soy Markets**  
(HS Codes 12010010, 12010020, 12010090, 120810, 15071000, 15079000, 21031000 , 23040000, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	744,600,112	978,006,458	1,065,751,049	1,444,103,295	93.9%
United States	124,877,555	188,726,515	220,641,674	268,132,167	114.7%
Netherlands	80,220,469	56,121,052	62,067,604	259,546,943	223.5%
Japan	141,521,792	202,689,672	233,472,712	234,598,788	65.8%
China	3,008,758	84,446,900	60,160,970	96,840,717	3,118.6%
Belgium	57,790,191	94,565,988	75,638,027	82,785,192	43.3%
Germany	13,211,497	38,305,722	39,307,355	68,590,783	419.2%
Spain	1,277,403	1,264,921	102,192,595	67,821,832	5,209.4%
Malaysia	37,149,816	68,890,347	56,849,382	47,706,300	28.4%
Denmark	22,403,618	12,799,503	26,238,379	44,762,763	99.8%
Egypt	6,148,964	49,618,489	639	31,968,773	419.9%

*Quality*  
is in our **nature**



*Canada*

## Canadian Wines

*Goodness from Grape to Glass*

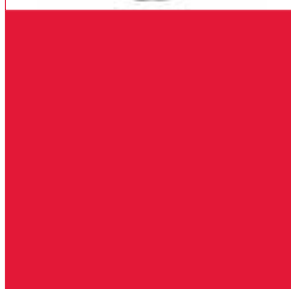


From rich, velvety Merlots to crisp, elegant Rieslings, **Canada's wines** are garnering **worldwide attention**. Many of our wines can be cellared for years to develop the subtlest tones of fruits, flowers and spices, while others can be in the glass soon after bottling. But no matter what the event, from a holiday celebration to a fine meal enjoyed quietly at home, Canadian wineries produce quality wines that can grace any table.



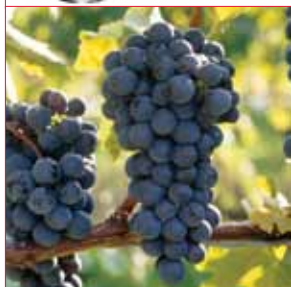
### Perfect finishes

Almost all the grapes for Canada's wineries are grown in the southern parts of British Columbia and Ontario, where sun-drenched summers give way to warm, lingering autumns. Like the cool-climate wine districts of New Zealand, Germany and parts of France, these Canadian regions enjoy an ideal climate for the slow maturing of the grapes, a leisurely ripening that ensures **just the right balance of acidity and sweetness** in the finished wines. A small but growing number of wineries operate in Quebec and Nova Scotia, although these account for only a small percentage of total production.



### Just desserts

**Icewines** are probably the best known of all Canadian vintages. Their unique and luscious sweetness has given them a leading reputation among the world's sweet wines. The production of these flagship wines is very carefully regulated to ensure quality. Temperatures must fall to at least -8°C at which time the grapes can be hand-picked and pressed while still frozen when sugar concentrations are at their maximum. The resulting wines are of spectacular smoothness and richness, and, because of their small yields, they command premium prices. In fact, Canadian Icewines have **won the highest awards** at many of the world's most prestigious wine fairs, including Vinexpo and VinItaly.





## Vintage quality

Canada's wineries are enjoying increasing success both at home and abroad — in fact, Canadian wine production continues to increase. Our **high-quality grapes** and **excellent growing conditions**, together with our investments in world-class wineries and new varieties, have contributed enormously to this success. Equally important for buyer confidence, the quality of our premium wines is **regulated in Ontario and British Columbia by the Vintners Quality Alliance (VQA)**, a regulatory and appellation of origin systems similar to France's AOC, Italy's DOC and Germany's QmP. (Quebec and Nova Scotia have their own regulatory systems, which are not called VQA).

## Taste the Canadian difference

Canada produces wines for every taste and occasion which appeal to the most discriminating palate. For further information on Canada's wine industry, please visit:

### Government websites

- Agri-Food Trade Service  
[www.ats.agr.gc.ca](http://www.ats.agr.gc.ca)
- The Canadian Wine Industry  
<http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1172244915663&lang=eng>

### Industry websites

- Canadian Vintners Association  
[www.canadianvintners.com](http://www.canadianvintners.com)
- Association des vignerons du Quebec  
<http://www.vignerons-du-quebec.com/>
- British Columbia Wine Institute  
[www.winebc.com](http://www.winebc.com)
- VQA Ontario  
[www.vqaontario.ca](http://www.vqaontario.ca)
- Wines of Nova Scotia  
[www.winesofnovascotia.ca](http://www.winesofnovascotia.ca)
- Wines of Ontario  
[www.winesofontario.org](http://www.winesofontario.org)



## Canadian Wine

### Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

#### Canada's Exports to All Countries (HS Code 2204)

Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
Wine of fresh grapes	19,624,305	20,291,031	19,160,267	27,889,108	42.1%
Product (Quantity, LTR)	2007	2008	2009	2010	Growth 2007-2010
Wine of fresh grapes	2,832,563	7,786,681	10,710,538	14,892,219	425.8%

#### Canada's Monthly Exports to All Countries (HS Code 2204, Value \$CAD)

Month	2007	2008	2009	2010
Jan	1,092,429	1,433,245	1,000,064	1,209,573
Feb	1,171,444	1,556,818	1,182,999	1,123,157
Mar	1,209,911	1,370,564	1,233,474	1,829,568
Apr	1,027,803	1,720,277	1,244,154	1,579,456
May	1,104,385	1,565,503	1,017,052	2,036,822
Jun	1,339,920	1,249,574	1,003,812	2,194,581
Jul	681,550	1,970,499	1,597,697	1,463,608
Aug	2,054,757	854,756	1,766,337	1,952,752
Sep	3,285,100	3,125,781	1,558,056	2,775,442
Oct	2,636,753	2,524,164	2,937,021	3,394,861
Nov	1,920,826	1,647,554	2,155,882	3,707,142
Dec	2,099,427	1,272,296	2,463,719	4,622,146
TOTAL	19,624,305	20,291,031	19,160,267	27,889,108

**Canada's Exports to All Countries by Province  
(HS Code 2204, Value \$CAD)**

Province	2007	2008	2009	2010
Alberta	998,732	1,182,295	1,400,468	1,862,905
British Columbia	1,596,652	1,399,673	3,068,549	5,514,432
Manitoba	0	5,142	0	0
Newfoundland and Labrador	0	0	138,085	34,727
Nova Scotia	0	7,032	0	8,268
Nunavut	0	0	0	1,794
Ontario	16,450,110	15,791,058	11,719,854	16,639,161
Prince Edward Island	0	1,948	0	0
Québec	578,811	1,903,883	2,833,311	3,827,821

**Canada's Top 10 Wine Markets  
(HS Code 2204, Value \$CAD)**

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	19,624,305	20,291,031	19,160,267	27,889,108	42.1%
United States	7,882,041	9,133,849	6,597,717	9,656,998	22.5%
China	2,494,782	2,794,465	5,007,256	9,148,405	266.7%
Hong Kong	671,768	816,017	653,515	2,241,293	233.6%
South Korea	2,939,001	2,500,998	1,562,625	1,618,111	-44.9%
United Kingdom	417,972	611,439	629,126	1,145,173	174.0%
Singapore	1,133,162	850,728	1,167,676	999,681	-11.8%
Taiwan	938,756	665,485	379,371	635,801	-32.3%
Japan	1,017,623	1,160,637	651,075	562,858	-44.7%
Switzerland	204,492	6,544	1,343,700	514,545	151.6%
France	133,226	97,163	40,162	305,293	129.2%