



Welcome to the May/June 2013 edition of the Food and Beverage E-Newsletter. This publication has been developed to keep industry stakeholders up-to-date on trade shows, trade missions, training sessions, and news that affect the sector. For more information on any of these topics, please email [Deborah Guillemette](mailto:Deborah.Guillemette@nl.ca), Economic Development Officer at the Department of Innovation, Business and Rural Development or call (709) 729-1943.

Manufactured Right Here Expo 2013

St. John's, NL

May 31 – June 1, 2013

This year, the Manufactured Right Here Expo aims to highlight local manufacturers, producers and brands contributing to this economic progress in our province. Manufactured Right Here means strength, pride, independence and optimism in the future of Newfoundland and Labrador. Join us at this year's 22nd annual exhibition which will be held at the ReMax Centre (St. John's Curling Club). If you are interested in [exhibiting](#), please contact [Jackie Field](#) at the Canadian Manufacturers and Exporters (CME) NL office.

Alberta Foodservice Show

Calgary, Alberta

October 6–7, 2013

The Department of Innovation, Business and Rural Development is in the planning stages for a Newfoundland and Labrador Pavilion at the [Alberta Foodservice Expo](#) in Calgary, October 6-7.

- Tap into the fastest growing foodservice market in Canada.
- Join other food distributors, equipment manufacturers, foodservice suppliers and dealers, in over 200 booths in this valuable once a year chance to connect with thousands of the region's top professionals including restaurateurs, chefs, qualified buyers and industry executives.
- Take advantage of this key sales and networking opportunity as you launch new products and services, interact with decision makers, develop new accounts and connect with existing ones, generate qualified sales leads, enhance your corporate profile and build your business.

The department is currently determining the interest of food and beverage companies in exhibiting at the show or walk to learn more about the industry and trends. Travel assistance may be available and space may be limited.

For more information or to express interest in applying, please contact [Deborah Guillemette](mailto:Deborah.Guillemette@nl.ca) at (709) 729-1943 or visit [Alberta Foodservice Expo](#).

Panama and Costa Rica Trade Mission

June 22–29, 2013

A new free trade agreement with Panama went into effect on April 1, 2013 and a free trade agreement has been in place with Costa Rica since 2002. Panama's population is 3.4 million people plus 2 million tourists, while Costa Rica has 4.7 million people. Both economies are growing strongly and they represent an exciting and accessible new market for

Canadian food products. The two countries currently import \$2.5 billion dollars of food products each year from several countries.

The Canadian Embassies in the two countries advise that there should be opportunities for fish and seafood, maple syrup, potato products, fresh fruits, beverages, ice wine, pork, beef, bakery products, dairy products, grains, pulses, pet food, food ingredients, frozen vegetables and fruits and ready to eat foods.

The Atlantic Canada Food and Beverage Producers Association will cover the cost of the service providers, matchmakers, events and local travel in the two countries. Delegates will be responsible for air fare, hotels and some of food. The trade mission fee is \$250 per company.

The mission will include six to ten companies on a first-come first-served basis. If you can join us, contact don@atlanticfood.ca for an application.

Business Development Mission to Latin America

Panama and Costa Rica

Fall 2013 (TBC)

The Department of Innovation, Business and Rural Development is inviting expressions of interest to participate in a multi-sector business development mission to Panama and Costa Rica in Fall 2013 (TBC). The mission will be conducted over a two-week period, offering the opportunity for interested companies to travel to each region.

The mission program features matchmaking services with an in-market consultant prior to the mission and on-the-ground support during the mission, as well as networking opportunities with key industry contacts in the market. For more information contact [Susan Vaughan](#), (709) 729-4435.

Webinar: Supplying Industrial Projects - Embracing the Safety Culture within the Supply Chain

May 30th and November 6th

Are you interested in participating in the supply chain of large industrial projects? Would you like to learn more about the safety culture of these projects and how to become COR™ certified to work onsite?

Back by popular demand, this webinar will provide insight into the Contractor Safety Management Program of Nalcor Energy as well as the Certificate of Recognition™ (COR™) program, which is a nationally recognized contractor safety management program and the health & safety certification standard for the construction industry.

You will also learn how the supplier development program of the Department of Innovation, Business and Rural Development can help you explore opportunities to participate in the supply chain of public sector entities and large private sector firms.

This webinar will be of interest to construction and construction-related companies operating in Newfoundland and Labrador as well as those responsible for purchasing construction services. Other interested parties are also welcome to attend.

This webinar is presented by the Department of Innovation, Business and Rural Development, Nalcor Energy and the Newfoundland and Labrador Construction Safety Association (NLCSA).

After [registering](#), you will receive a confirmation email containing information about joining the webinar.

International Business Development Symposium

St. John's

May 24th, 2013

Operating in a small and isolated province, exporting and other forms of international business are key to business growth for many firms.

At NEIA's International Business Development Symposium, learn how you can use international markets and tools to drive your business. From the Basics of Exporting, to learning the Do's and Don'ts of Trade Shows, to understanding International Trade Law, this event has something for you.

Visit the symposium website by [clicking here](#). Here you will find information on the day's agenda, as well as the opportunities registrants have to work one-on-one with experts to tailor market research and business networking, learn about financial institution opportunities that are applicable to your business, and to match up with other companies in strategic partnerships.

This symposium is open to businesses in any sector. By registering for the IBDS, you will also participate in Export Development Canada's Let's Talk Exports - an exclusive luncheon delivering the latest international economic data and analysis from EDC's Chief Economist, Peter Hall. The event is at the Sheraton Hotel Newfoundland, May 24th, 2013 and cost is \$125 + HST (\$95 + HST for NEIA members)

Learn how to grow your business through international business. Develop the connections to make it happen. [Register for the IBDS](#). Contact [Kieran Hanley](#) at 709-237-8190 or for more details.

The Newfoundland Environmental Industry Association (NEIA) Speaker Series

Business Sustainability – Its impact on the bottom-line and brand positioning

May 9, 2013

Join NEIA and LEAF Accredited Consultant *Michelle Marley* of Terra Sustainability Consulting Inc. for a session on May 9, 2013 that will explore sustainable business strategies designed to help your company reduce its operating impacts on the environment while saving money and improving brand profile. Real-world business examples from a variety of industries including hotel and lodging, food services, and retail will be examined.

Where: The Green Room, NEIA's Board Room at 90 O'Leary Ave

Time: 9:00 a.m. – 10:30 a.m.

Cost: FREE!

This session is open to businesses of all sectors! Our Speaker Series events are free but, as always, we will be accepting donations at the door to the Charlie Riggs and Cathy Macdonald Riggs Memorial Award established by AMEC Earth & Environmental. To [register](#) or for more information please contact [Ted Lomond](#) at NEIA (709)237-8390.

Funding Announcement

Renewed Programs Will Better Serve Needs of Business Partners

A renewal of the province's business and regional development programs will make it easier for the business community and regional development partners to do business with the Provincial Government. The Honourable Keith Hutchings, Minister of Innovation, Business and Rural Development, announced details on the programs April 11, 2013 at the Fishermen's Centre in Petty Harbour. Minister Hutchings was joined by Paula Sheppard, Executive Director of NLOWE, and Rob Carter, owner of North Atlantic Zip Lines.

"The consolidation of over 20 programs to two umbrella funds will ensure resources are flexible and better able to meet the needs of clients on the ground," said Minister Hutchings. "Our priorities will focus on developing a diversified economic environment that supports private sector business growth, entrepreneurship, innovation, and long-term sustainable employment opportunities for the people of the province."

Budget 2013: A Sound Plan, A Secure Future will invest \$47 million to support two funds comprising commercial and non-commercial components. Over \$36 million will be available to support growth and innovation in the business community through the Business Investment Fund. Over \$11 million will be available to support community and regional economic development efforts through the Regional Development Fund.

"The streamlining of these programs is welcome news to our organization, as well as to our member businesses," said Ms. Sheppard. "A more dynamic and comprehensive funding arrangement for businesses is crucial and a streamlined regional development program will make it easier for NLOWE to meet the needs of its members as well."

Small and medium-sized businesses are helping diversify the provincial economy, develop innovative industries in regions, and attract talent to Newfoundland and Labrador.

"As an entrepreneur, I commend the proactive changes to the Provincial Government's business programs," said Mr. Carter. "Flexibility and ease-of-use are crucial for business owners. The Provincial Government's support has been invaluable to the development of my business so far and I look forward to continuing my work with them through the renewed programs."

Business and Regional Development Programs

Regional Development

The Department of Innovation, Business and Rural Development (IBRD) has identified regional and community development as the key to building vibrant and sustainable regions. IBRD recognizes the essential role played by key industry and business associations, public educational institutions, not-for-profit groups, development groups, chambers of commerce and municipalities who are working on the ground to expand businesses and build communities.

The Regional Development Fund provides non-repayable capital to support non-commercial organizations in activities related to regional and sectoral development, diversification and innovation. These activities include sector and market development, building research and development capacity, advancing regional and sectoral infrastructure, and community, regional and sectoral capacity building.

The fund has two components:

1. Regional Development
 - Focuses on infrastructure, marketing and research; as well as human resource and community development
 - Funding is in the form of non-repayable contributions
 - Projects must clearly link non-commercial activities to economic diversification and/or business development
2. Partnership and Capacity Building

- Supports activity that will coordinate community, regional and sectoral insight and planning in concert with the private sector to identify areas for community development and sustainability
- Funding is in the form of non-repayable contributions

Business Investment

The Department of Innovation, Business and Rural Development has identified business and sector development as the key to economic development.

The Business Investment Fund provides a flexible source of funding that will respond to the shifting needs of today's enterprises, maximize the available support to clients and strategically expand the pool of eligible companies and activities.

These activities include building research and development capacity, investment in business infrastructure, market, product and workforce development - components critical to improving overall competitiveness, productivity, innovation and ensuring strong, sustainable regions.

The fund has three components:

1. Business Investment

- Provides capital for the growth and expansion of small and medium-sized enterprises, with particular focus on sectors that build on regional strengths
- Funding is in the form of term loans and/or equity investments

2. Business Development

- Designed to encourage businesses to undertake improvements in technology utilization, adoption of environmental and green technologies, market development, new product development, export readiness, work-skills enhancement and professional technical assistance to enhance productivity, competitiveness and sales
- Funding is in the form of non-repayable contributions

3. Investment Attraction

- Provides funds for investment in firms expanding or investing in Newfoundland and Labrador that offer economic benefit to the province, with emphasis on new and expanding sectors
- Funding is in the form of term loans, forgivable loans, conditionally-repayable loans, or equity investment

Other industry events you may be interested in.....

ANUGA 2013

Cologne, Germany

October 5-9, 2013

This is your invitation to participate in the official Canada pavilion at ANUGA 2013 to be held October 5-9, 2013 in Cologne, Germany at the Koelnmesse exhibition center. Opportunities are available for both exhibitors and walkers at the show.

[ANUGA](#) is the largest food and beverage trade show in the world; it's also the sector's most important trade show for new markets and target groups. It's the perfect venue for all the latest trends and themes and is an ideal venue for meeting existing international buyers or for developing new business. Over 6,500 exhibitors with 155,000 trade visitors from 100 countries sets the stage to make first-rate contacts and business deals.

Agriculture and Agri-Food Canada (AAFC) will manage the Canadian presence at ANUGA 2013. AAFC has reserved space in Hall 11.2.

The deadline to [register](#) with AAFC is August 16, 2013 complete payment in due within 15 days of registration. For more information, contact [Paul Rose](#), Agriculture and Agri-Food Canada, 709-772-5907.

Available Reports

The following are the latest global market reports prepared by the International Markets Bureau of Agriculture and Agri-Food Canada (AAFC):

- [Processed Meats in the United States](#)
- [An Overview of the Philippine Food Market - Retail and Food Processing Sectors](#)
- [Packaged Food in South Korea](#)

Other Food and Beverage reports available upon [request](#) are:

- Breakfast Cereals in the United States
- Sauces, Dressings and Condiments in the United States
- Modern Grocery Retailing in the United States
- The Hispanic-American Consumer
- Modern Grocery Retailing in Japan
- Modern Mexican Consumer
- Fruit and Vegetable Juices in Japan
- Confectionery in Poland
- Food and Beverage Opportunities in India
- Consumer Trends: Cooking Oils in Japan
- Private Label Trends: Packaged Food in Japan
- Consumer Trends: Packaged Food in Japan
- Organic Packaged Food in the United Kingdom
- NFLD Imports by Product – 2013
- NFLD Exports by Product – 2013

Food News

Agriculture & Agri-Food Canada's Canadian Agricultural Adaptation Program (CAAP)

Attention producers and processors. Agriculture & Agri-Food Canada's Canadian Agricultural Adaptation Program (CAAP), administered in Newfoundland and Labrador by the Agri-Adapt Council Inc. (AACI), has a program end date of March 31, 2014, and will be accepting new applications only until May 31st, 2013.

CAAP is a five-year (2009-2014), program with the objective of facilitating the agriculture, agri-food, and agri-based products sector's ability to seize opportunities, respond to new and emerging issues and pilot solutions to new and ongoing issues in order to adapt and remain competitive.

For more information, including application forms and guidelines, contact the NL Federation of Agriculture/Agri-Adapt Council Inc. at (709) 747-4830 or email Matthew Carlson: mcarlson@nlfa.ca

Still a Global Breadbasket

By Peter G. Hall, EDC Vice-President and Chief Economist

Have a rich, steady supply of food? Then you're in hot demand these days. The relentless, searing growth of emerging markets has put a significant strain on global food stocks. Pressure is coming from the burgeoning emerging market middle class, that new group of nouveaux riches that are climbing the consumption ladder - and starting with food. Given this continued surge of growth, what are the prospects for Canada's significant food industry?

Statistics for the growth of the emerging market middle class are nothing if not impressive. Tens of millions are being added to the ranks of these aspiring consumers every year. Brazil adds roughly 5 million per annum, according to its numbers. India sees increases in the 20-million range and expects up to 30 million annually in short order. China is said to add the equivalent of Canadian population to its middle class every year. Increased meat-eating among this set is the key pressure-cooker for world food. It's stoking demand for raw and processed foods, boosting prices, and heating up the call for fertilizers and agricultural equipment. And it's not going away anytime soon.

Good news - Canada is participating in the global feeding frenzy. Growth of food exports is ahead of the overall average over the past 12 years. The distribution of growth mirrors total Canadian trade. The US is our largest single customer, at half of our food shipments in 2012. However, back in 2000, the share was 61 per cent. This large drop reflects a decade of moderate, 3 per cent annual gains.

So, where is the growth coming from? When it comes to trend performance, other OECD nations are a mixed bag; some are stronger than average, many are weaker, but only one developed nation (the Netherlands) gets close to a spectacular growth rating. What is more, among the top 20 food export destinations, only 7 spaces are taken by developed countries, and most are in the lower half of the list. Significantly, moderate growth cost Japan its commanding lead of second position.

It's no surprise that the dynamism of this trade really comes from emerging markets. Of these, China is a standout. Clocking in at 18 per cent, average annual growth has increased China's share of Canadian food exports to 11 per cent from just 3 per cent in 2000. Annual growth to Russia is explosive, at 32 per cent, moving it from 51st rank to 6th in the past 12 years. Consistent, double-digit growth vaulted India and the UAE into the top-10 in the same period. A diverse group of additional fast-growth countries are also climbing the ranks.

Of the major sub-categories in the agri-food world, shipments of livestock, although ranked third of the four main categories, are tops in growth to non-OECD countries, averaging 16 per cent annually since 2002. Next comes processed food - a \$4.6 billion industry in 2012, and averaging 13 per cent annual growth. The largest category is crops, but it's also the slowest partner, with 7.5 per cent annual gains. Beverage manufacturing is the smallest sub-sector, but is growing 8.2 per cent annually to emerging markets, against an annual decline of 4 per cent to OECD countries.

From these stats, it's easy to see that growth of emerging market food exports is strong, and well-diversified. Canada's food producers are thus well-placed to participate in a new wave of emerging market consumption in the next cycle. Wanting to strengthen their domestic economic bases, new policies in emerging markets are encouraging greater consumer spending. If this bears fruit, demand for agri-food products faces a bright future.

The bottom line? If Canada is a global breadbasket now, that role is only likely to increase in the coming decades. Given global developments, it's good to be in food.

[Outlook for the Canadian Agriculture Sector Shows Positive Performance](#)

[It can take weeks, months or years to get a local product in a grocery store](#)

This e-Newsletter is a bi-monthly publication from the [Department of Innovation, Business and Rural Development](#), which keeps you up-to-date on activities in the food and beverage sector.

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