



Welcome to the September/October 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), Economic Development Officer at the Department of Innovation, Business and Rural Development or call (709) 729-1943.

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

*November 6, 2013*

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.

## Alberta Foodservice Show

**Calgary, Alberta**

*May 10 – 11, 2014*

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, May 10 – 11, 2014.

- 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 is limited.

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

## Available Reports

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

- Inside Turkey: The Fish and Seafood Trade
- The New Consumer Mindset: 7 Key Consumer Trends Influencing Food and Beverage Purchasing Decisions
- Brazil Pet Food
- Inside Portugal: The Fish and Seafood Trade
- Fruit Juices in China
- Inside Russia: The Fish and Seafood Trade

Other Reports:

- [The Future of the Wine Market in Canada to 2017](#)
- [Report reveals food and beverage industry salaries up in 2013](#)
- [Canada launches tools to build confidence in food inspection process](#)
- [Spotlight on British Columbia: Free-from foods - Foods made without gluten, lactose, or other allergens](#)
- [Comfort Foods](#)
- [Bread](#)
- [Exporting to the United States - A Guide for Canadian Businesses - 2012-2013 Edition](#)
- [Cheese and Yogurt](#)
- [Bottled Water](#)

## Food News

### China and Canadian Food

*Source: Financial Post*

China is Canada's second-largest export market for agri-food and seafood exports, according to Canada's Agri-Food Trade Service. Food exports, including both processed and fresh products, from Canada to China went up from up from \$1.6 billion in 2008 to \$4.96-billion in 2012. The biggest Canadian food exports are canola seed, canola oil and peas, but demand is growing for Canadian meat, seafood and culinary luxuries such as maple syrup and icewine. China was Canada's biggest export market for wine in 2012, worth \$16.6-million, including \$8.6-million in icewine, representing nearly 40% of the \$41.2-million in total 2012 wine exports, according to the Canadian Vintners Association. In 2012, there was \$231-million worth of various pork products exported in 2012, according to Statistics Canada. The total Canadian exports of all meat and offal to China was worth \$238.7-million last year, up from just \$44.9-million in 2008. Seafood is very popular in China. Chinese consumers eat more seafood, 32 kilograms per person per year, compared with 18 kilograms on average globally.

### Why is Canadian food so popular in China?

We have a reputation for producing not only quality food, but safe food as well. Experts suggest that there are a number of reasons for this trend. One reason is the ever growing population in China. As the population grows in size and affluence a consumer base is being created that is willing and able to pay for premium food. Another reason is the scandals in recent years involving food safety. Recently Chinese police broke up a crime ring that passed off more than \$1-million in meat from rats and small animals as mutton and in 2008 a wide scale contaminated milk scandal left 6 infants dead and an estimated 300,000 became sick. These and many other food issues have created fear of domestic

food contamination. Chinese consumers are no longer willing to put up with inferior products. This has created an enormous opportunity for Canadian food producers to break into the Chinese market.

## **Exporter confidence ticks up, less pessimism about Europe and world markets: EDC survey**

The confidence of Canadian exporters and investors rose slightly compared to the previous 6 months, according to a semi-annual survey of Canadian companies released today by Export Development Canada (EDC).

The increase in confidence was largely attributable to more positive views of the European and U.S. economies, an increase in foreign sales opportunities and less pessimism about world economic conditions.

"Exporters are telling us that they feel the worst may be over in Europe, that U.S. customers are ordering more, and that they are more optimistic that world markets will turn a corner in the next six months," said Peter Hall, Chief Economist, EDC.

The Trade Confidence Index (TCI), which serves as a pulse check of Canadian exporter and investor confidence and their projections around international trade opportunities in the next six months, moved up 1.9 points to 72.6 in the spring of 2013 from 70.7 in the fall of 2012.

"What's compelling about exporters' perceptions is that the improvement in sentiment is broadly-based, cutting across all sectors," Mr. Hall added. "The only sectors not registering greater optimism are mining and the oil/gas industry, which is not surprising given that prices are continuing to slide. Canada's oil and gas sector continues to face transportation constraints that are weighing on their sales."

"Regionally, this survey saw a swing of optimism towards Atlantic Canada and Quebec, with the oil/gas industry price slide pinching confidence in the West and Ontario sentiment remaining constant," Mr. Hall said.

The following is a summary of some top line survey results:

### **Exporters are seeing higher demand from the U.S.**

The survey found that 80 per cent of exporters indicated that orders from their U.S. customers increased or remained the same during the past six months, compared to 75 per cent last fall. This is a strong and growing signal that the U.S. recovery is having an impact on Canadian export sales.

### **Canadian exporters are continuing to diversify their markets**

A third of all companies indicated that they had already started exporting to new markets in the last two years, and about half plan to expand into new countries over the next two years.

### **Future diversification plans are focused on growth markets, away from the U.S.**

When asked about which new countries companies planned to export to in the next two years, the U.S. ranked only 12<sup>th</sup>, with 5 per cent of respondents. The top five countries were Brazil (12 per cent), China (10 per cent), Germany (9 per cent), U.K. (8 per cent) and Mexico (7 per cent).

### **Foreign investors see increased sales from their foreign affiliates**

Approximately 15 per cent of Canadian companies have direct foreign investments and another 8 per cent have plans to do so in the near future. Of that 15 per cent, 68 per cent believe that sales by their foreign affiliates will increase over the next six months.

### **The majority of Canadian companies are very ready to function with a dollar at or near parity**

The percentage of companies reporting that they are very ready to function with a dollar at parity rose by nearly 10 per cent, reaching 55 per cent (46 per cent in the fall). Those reporting that they were moderately ready accounted for an additional 41 per cent, with only 4 per cent responding that they were not at all prepared.

The TCI survey was conducted in mid-to late-April, 2013. A total of 1,000 Canadian businesses participated, and the TCI was calculated on a total of 760 respondents.

For more information about EDC and the Trade Confidence Index, visit [Trade Confidence Index](#).

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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