



Welcome to the June/July 2016 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 [Tonya Norman](mailto:Tonya.Norman@nl.ca), International Trade Officer at the Department of Business, Tourism, Culture and Rural Development or call (709) 729-3641.

Business Development Opportunities

International Business Development Mission to the United Kingdom (UK)

The Department of Business, Tourism, Culture and Rural Development is now planning activities for 2016 and would like to hear from businesses and organizations wishing to explore or further develop the markets of the United Kingdom (UK).

The Province is working with national and international partners to offer trade and business development supports for market entry to the UK. The UK is a market with a population of 60 million people. The Canadian High Commission, London offers additional support, and manages the Canadian Technology Accelerator in London.

The UK annually hosts a high number of major trade events, conferences and sector activities. The direct flights from St. John's to London and Gatwick, or through Dublin, facilitate convenient travel.

Forbes' ranking of London as "... the most influential city in the world" is based on access to capital, levels of foreign investment, corporate headquarters, air access, technology, media power and diversity. Similarities in the business environment, language, legal systems, political structure and culture also facilitate Canadian business in the UK markets.

For more information on growing your international business in the UK, and to learn more about upcoming activities for 2016-2017, contact [Allison Dancey](mailto:Allison.Dancey@nl.ca) at (709) 729-7053.

Funding Programs

Agriculture and Agri-Food Canada's AgriMarketing Program

Agriculture and Agri-Food Canada has made changes to the Small and Medium-Sized Enterprise Component of the AgriMarketing Program to now include market activities for the United States. Please see information below for details about this program.

Non-repayable contributions of up to \$50,000 per year for companies to undertake export market development activities, **including activities in the United States**

- For SMEs operating in the agriculture, agri-food, and fish and seafood sectors having fewer than 250 employees and annual sales not exceeding \$50 million.
- Eligible costs shared between Agriculture and Agri-Food Canada and successful applicants at a 50/50 ratio:
 - Advertising in foreign markets
 - Product demonstrations in foreign markets
 - Incoming and outgoing missions
 - Technical training for buyers
 - Exhibiting at international tradeshows

Companies must have completed their international market research and be export and market ready. Applications accepted on an on-going basis for activities to be undertaken and completed within one fiscal year which is from April 1st to March 31st of the following year. Eligible costs will be reimbursed after all approved project activities have been completed.

For detailed information on the program including how to apply, please read our [Program Applicant Guide](#). Further information can also be obtained by calling [Sandra Canning](#), Senior Market and Trade Officer, Atlantic Regional Office at 1-902-426-3130. Program ends March 31, 2018.

Career Focus Program

Agriculture and Agri-Food Canada (AAFC) is one of several federal departments participating in the [Career Focus Program](#). At AAFC, the Career Focus Program will contribute \$864,000 annually to projects that employ recent graduates in agriculture, agri-food, agri-food science and veterinary medicine.

Project criteria:

- Each project will be eligible to receive up to \$20,000 in matching funds.
- Each internship may last up to 12 months.
- The minimum duration is four months, but internships must last long enough to provide meaningful experience to the employee.
- **The program will be accepting applications between October 1 and November 15 each year** for projects beginning on or after April the following April.

For more information, please visit [Career Focus Program](#).

Industry News

Allergen-Free, Gluten-Free and Precautionary Statements

As of May 3, 2016, the Allergen-Free, Gluten-Free and Precautionary Statements page of the Industry Labelling Tool has been revised to expand upon its currently existing guidance.

The statements have been updated with additional information on gluten-free and wheat-free claims, precautionary labelling, allergen-free claims in conjunction with precautionary labelling, and Health Canada's position on gluten-free and wheat-free claims for products containing canary seed.

For more information please visit the [Canadian Food Inspection Agency website](#).

Our FISCAL Future: Starting the Conversation

The Provincial Government has launched a multi-year [Government Renewal Initiative](#) to identify a combination of measures to eliminate the province's deficit and move forward with a sustainable budgetary framework for Newfoundland and Labrador.

All Newfoundlanders and Labradorians are being asked to participate in the [Government Renewal Initiative](#) and help define the actions the Provincial Government will take. All of us can contribute ideas, suggestions and solutions to get the province back on track and working towards fiscal sustainability. Check out the various ways you can get involved.

- Read the [discussion document](#) which poses questions that ask what is most important to you.
- Public Engagement Sessions
 - [PowerPoint presentation](#)
 - [Text version of PowerPoint presentation](#)

- [Comments from Public Sessions](#)
- Hold your own session. View [Engagement Guide](#)
- Email us at OurFiscalFuture@gov.nl.ca or call 1-844-805-3494.
- Engage in conversation on [Twitter](#) .
- Read the [What We Are Hearing](#) document.

Available Reports

- [Grocery Retail Trends in the United Kingdom](#)
- [Bakery Products in Saudi Arabia](#)
- [Functional Foods and Beverages in Japan](#)
- [Grocery Retail Trends in the United Arab Emirates](#)
- [Blueberries in the European Union](#)
- [Pet Food in the European Union](#)
- [Agriculture, Food and Fish Sector Profile – Ireland](#)
- [Competitive Trade Analysis - Poland](#)
- [Inside the Gulf Cooperation Council - Pulses and Special Crops Trade](#)
- [Pathfinder - Bakery in the European Union](#)
- [Value-Added Food Sector in Atlantic Canada and the opportunities in the Asian market](#)

The following are the latest trade reports available through various sources (please call to request):

- Newfoundland Exports by Product
- Newfoundland Imports by Product

Staff Interchange

Deborah Guillemette has accepted a 6 month Interchange Placement with Agriculture and Agri-Food Canada. During this time, if you are interested in obtaining information on sector trade shows or missions, please contact [Tonya Norman](#) 729-3641. For all other inquiries, please contact [Kirk Tilley](#) at 729-7080.

Food and Beverage Newsletter Back Issues

Previous editions of the Food and Beverage Newsletter are available on the Department of Business, Tourism, Culture and Rural Development's website: <http://www.btcrd.gov.nl.ca/sectordev/agrifoods.html>

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

[Unsubscribe](#) / [Subscribe](#) / [Feedback](#)

Government of Newfoundland and Labrador
Department of Business, Tourism, Culture and Rural Development
P.O. Box 8700, St. John's, NL, A1B 4J6

www.btcrd.gov.nl.ca

1 (800) 569-2299

Copyright © 2016 Government of Newfoundland and Labrador. All rights reserved.