

Organic and Ethnic Foods 2009

A new report, was unveiled with much fanfare at the June conference for Trade Representatives in Ottawa, Canada.

As the first country in the world to track organic products moving across its border, Canada has now developed its *Organic Products Regulations*. Effective on June 30, 2009, foreign suppliers will have to comply with these regulations in the same way as domestic producers. Organic and ethnic foods comprise the fastest growing market for foods in Canada and the overlap between the two are becoming commonplace. Many ethnic foods, especially Indian,

Halal, Kosher, Latino and Asian, are joining the “ethnic gone organic” trend, while the specialty food market shows a move toward the more flavourful

tastes of ethnic cuisine.

In 2008, sales of organic foods in Canada were projected to be \$2 billion (of

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Frutas Potosi is a Colombian company seeing success in Canada with its organic products. *See story page 6*

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Our inaugural e-newsletter issue

Welcome to our first e-newsletter highlighting Canadian market trends and offering exporters important trade news.



Brian Mitchell

My name is Brian Mitchell, Executive Director for Trade Facilitation Office Canada (TFO Canada), and I feel this e-newsletter can serve as an extension to the already existing vast services that we have to offer.

Established in 1980 by the Canadian International Development Agency (CIDA), TFO Canada is a not-for-profit organization that

works hard in helping developing countries ready their exports for the Canadian market. Our services include, but are not limited to: trade missions, trade development seminars, and trade readiness capacity building initiatives. This, in turn, helps developing countries make economic gains and climb the development ladder.

Development must extend beyond aid dollars and we believe our services are one piece of the eclectic puzzle that contributes to help alleviate worldwide poverty.

SPOTLIGHT ON SERVICE

Are Canadian Trade Shows relevant to my product?

To find trade shows in Canada related to your product, review information in our sector specific *Market Information Paper(s)*.

These are available for

free downloading by registered exporters.

To learn more, follow this TFO Canada link at: <http://www.tfocanada.ca/fa.q.php?item=7>

We hope that our new e-newsletter grows to become a viable resource to exporters.

Inside our inaugural e-newsletters, we provide the latest in Canadian news, including an article that shows optimism in Canada’s recovery from the recession.

That’s good news for exporters. Canada is open for business and we are here to help developing companies export to the Canadian market. Thank you for your interest, and on behalf of TFO Canada, we hope you enjoy our new e-newsletter!

Feedback is welcomed at: newsletter@focanada.ca

Snapshot of TFO Canada Events



Trade representatives for developing countries meet in Ottawa.

Trade Representatives Seminar

Ottawa

June 4, 2009

TFO Canada organized the Trade Representatives seminar for Ottawa-based, developing country trade representatives to provide practical, trade-related information to embassy officials. Thirty-nine Trade representatives had the opportunity to learn about the Canadian Organic Market and the new organic certification regulations implemented by the Canadian Food Inspection Agency.

Colombia Garment Exporter Mission

Toronto and Montreal

June 7-12, 2009



Colombian exporter companies visit Canada in June, 2009.

TFO Canada, in partnership with ProExport Colombia, organized a Mission of five Colombian exporters to Canada (Grupo empresarial Mondico, Hermeco, Consorcio Corsetero, Vestimenta and Confecciones Colombia). Participants had the opportunity to gain a better understanding of the Canadian market so that they would be in a position to export to Canada as soon as the free trade deal become effective.

TFO Canada Planning Mission to Guyana

Georgetown

June 14-24, 2009

The mission was the starting point of a three year program to assist three key sectors: Handicrafts, agro food and packaging. TFO Canada officials met with representatives of Guyanese governmental institutions as well as officials from regional development organizations.

TFO Canada Planning Mission to Burkina Faso

Ouagadougou

July 13-21, 2009

TFO officials traveled to Burkina Faso to meet and plan with the Maison de l'Entreprise du Burkina Faso and the Village Artisanal. TFO Canada's upcoming three year country program includes a Canadian Market Access support for Shea butter exporters, product development and market access activities for

high end home décor producers and a E-commerce support for craft producers of the Village Artisanal.

TFO Canada Trade Mission: Trinidad and Tobago

Toronto and Montreal

August 9-15, 2009

During the week of August 9th, TFO Canada and the National Agriculture Marketing and Development Corporation of Trinidad & Tobago (NAMDEVCO) conducted a trade mission to Canada to learn about mar-

TFO Canada arranged meetings with buyers and provided briefings for the mission participants.

TFO Canada Programming Mission to Ecuador

Guayaquil and Quito

August 11-24, 2009

A programming mission to Ecuador was undertaken by TFO Canada in the month of August. The mission's goal was to become more familiar with the Ecuadorian private sector capacities and constraints and also to de-



A visit and meeting was arranged between officials for the National Agriculture Marketing and Development Corporation of Trinidad & Tobago, and Courchesne Larose Ltd. in Montreal.

ket conditions, requirements and opportunities, and to meet with potential Canadian importers. The trade mission involved two officials from NAMDEVCO representing the following commodities: hot peppers, pumpkin, papaya, melongene, dasheen leaves (known by West Indians as broad leaf spinach), as well as frozen cassava/sweet potato, and frozen pumpkin.

velop an agenda of future trade capacity and export development activities with TFO Canada's local partner organization, CORPEI. Time and effort dedicated during and after the mission will be geared at formulating the program specifics and developing a partnership agreement. This will include a program budget, result measurement tools and program working arrangements.

Latest in Canadian Market News

Health Canada Publishes Cosmetic Ingredient Labelling Guide

(Canada Association of Importers and Exporters - IE Canada, Tuesday, July 3, 2009)

Health Canada, the Canadian federal department of public health published a Guide to Cosmetic Ingredient Labelling. The information in this guide has been prepared to provide an overview of the INCI labelling requirements of the Cosmetics Regulations under the Food and Drugs Act.

Organic Products Certification - Canadian Food Inspection Agency

(Canada Association of Importers and Exporters - IE Canada, Tuesday, July 6, 2009)

As of June 30, 2009, the Organic Products Regulations require mandatory certification to the revised National Organic Standard for agricultural products represented as organic in international and inter-provincial trade, or that bear the federal organic agricultural product legend (or federal logo).

Customs Notice - Canada Peru Free Trade Agreement

(Canada Association of Importers and Exporters - IE Canada Tuesday, July 20, 2009)

This customs notice is to inform you of the August 1, 2009, implementation of the Canada-Peru Free Trade Agreement (CPFTA). With the exception of a few agricultural goods, the CPFTA will eliminate duties on all goods, either immediately upon implementation of the agreement, or through tariff phase-out.

Higher profits point to economic recovery in Canada

(CBC, Friday, July 24, 2009)

A growing herd of companies in Canada and the United States showed improved earnings in the three quarter of the year — or at least did better than analysts had anticipated.

“Thankfully, the second quarter provided much stronger evidence of a transition in global markets from decline to recovery,” said Fred Sturm, chief investment strategist with Mackenzie Financial Corp., a Toronto-based investment company.

The gain for the April-to-June period was not limited to firms that might be expected to lead a recovery, such as Research in Motion Ltd., makers of the popular Blackberry mobile communications device.

As well, Banks delivered strong earnings in the

same period..

Clouds remain

Despite the strong financial showing in many sectors, the economy is not out of the woods, experts cautioned.

Nevertheless, after almost a year of unremittingly bad news, economy watchers are applauding the most recent results.

“While not etched in stone, the possibility is rising that the global economy could see a stronger recovery than most anyone had expected as recently as a couple of months ago,” said Benjamin Reitzes, an economist with BMO Capital Markets.

Moving forward on a Canada-Panama Free Trade Agreement

(Foreign Affairs and International Trade Canada, Tuesday, August 11, 2009)

On August 11, 2009, Canada and Panama announced the conclusion of negotiations toward a Free Trade Agreement (FTA), as well as a Labour Cooperation Agreement (LCA) and an Environment Agreement.

An FTA will help enhance the bilateral commercial relationship and a more predictable trade and investment environment. Once implemented, an agreement would result in clear rules and lower barriers to trade.

Canada and Panama will now carry out a detailed legal review of the texts in English, French and Spanish, after which the FTA, Labour and Environment Agreements can be signed and made public.

Following the signing of the agreements, the Parties can proceed with ratification and implementation of the agreements in accordance with their respective legislative processes.

Upcoming Trade Events in Canada

OCTOBER

5-6

Ethnic and Specialty Food Expo 2009

Mississauga, Canada

<http://www.ethnicandspecialtyfood.com>

19-21

I.E. Canada's 78th Annual Conference & Trade Show

Mississauga, Canada

<http://www.importers.ca/>

DECEMBER

2-4

Construct Canada 2009

Toronto, Canada

<http://www.constructcanada.com/attendee/home.asp#>

Home Décor 2009 Update

Home Décor 2009 is an update of the 2006 report that covers the handicrafts, housewares and giftware market in Canada.

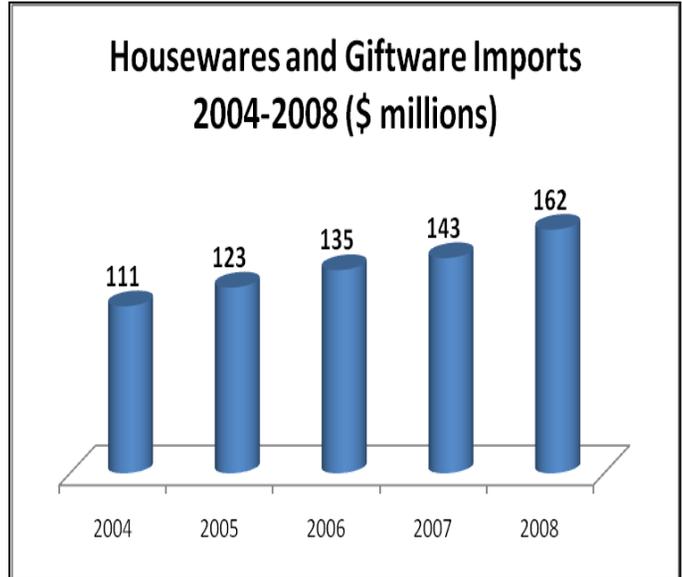
This \$10 billion retail market is struggling somewhat in the sagging economy. The Canadian Gift and Tableware Association reports that sales by 43% of retailers surveyed in the first quarter of 2009 were down by an average of 22% from the same period in 2008; 26% reported no change. This compares to 31% of retailers who reported an average increase in sales of 20% from the same period in the previous year.

Retailers are cautiously optimistic that sales would improve later this year,

particularly for eco-friendly and handmade products.

To this end, imports of handicrafts, valued at \$1.8 billion in 2008, rose by 7.2% in the first quarter of 2009. Original engravings, sculptures, and basketwork led this increase. Imports of housewares and giftware are also robust, rising to \$162 million in 2008 from \$111 million five years previously. Colombia, Brazil, Indonesia, and Thailand joined China and India as significant suppliers in 2008.

Tempering this growth is a 5% fall in tableware imports in the first quarter of 2009 when compared to the same quarter in 2008. Vietnam, Malaysia and Bangladesh



Housewares and giftware imports rose significantly over five years.

were among the numerous TFO Canada client country suppliers of the \$1.2 billion imports of tableware in 2008.

Access Market Information Papers Online

To access our Market Information Papers (<http://www.tfocanada.ca/mip.php>), your company needs to be registered with TFO Canada. It's easy: just go to www.tfocanada.ca, click on "Register Now" and follow the steps.

Once you are registered with us you will have access to our rich content online, including detailed information related to your sector in our Market Information Papers, in addition to our promotional services.

Are you ready to export? Test your export readiness

Making the decision to export can sometimes make logical sense. Other times, it might not be so clear. It is dependant on thorough research and planning. Export Development Canada (EDC) suggests asking the following four questions:

1. Is there an appetite for your product or service?

2. Is your company ready to take on the export challenge?

3. Do you have financing in place?

4. Have you developed a comprehensive business and marketing plan?

To help guide you through the process deciding

whether or not to export, we've provided you with a link to a questionnaire developed by EDC. Although the test is geared toward a Canadian exporter, simply replace "Canada" with your country when responding to the questions. Click here to test your export-readiness: <https://www.edc.ca/edcsecure/exportable/intro.asp?lang=fr>

Organic and ethnic food 2009

(Continued from Front Page) the \$69 billion retail food market), double that of 2006, and expected to grow 20% annually for the foreseeable future. Sales of ethnic foods which now

make up 12% of all retail food sales in Canada, are expected to grow at 5% per year, reaching \$15 billion within the next decade.

For both ethnic and organic

foods, pre-packaged products are outpacing the rest of the sector with 31% growth annually. Statistics Canada data shows that TFO Canada client countries were very active in supplying Canada with organic and ethnic foods in 2008 and in

the first quarter of 2009. Despite the tough economy, imports of organic fruits and vegetables as well as organic herbal teas were robust in the first quarter of 2009.

Answer these questions to rate your trade fair success

Trade fairs are popular ways to promote products and services, attract investment or partners, and learn important market information on the ground. But participation alone will not guarantee success. Measure your trade fair success by answering these 10 quick questions.

1. Did you raise awareness of your company, its products or services?

You can get a rough idea of your successes in this regard by counting the number of people who visited your booth, as well as those who attended your presentations or demonstrations.

2. Did you secure business leads?

How many people exchanged business information with you? While these leads will keep you busy when you return from the trade fair, it is critical that you follow up on them promptly.

3. Did you sell products/services or take orders?

While business of this

nature is not conducted at all trade fairs, sales and orders are an excellent measure of success. You can measure this criterion in terms of both the number of orders taken and the value of those orders.

4. Did you meet with existing customers?

If the event is held in a market in which you are currently conducting business, it is good practice to advise your existing customers that you will be attending and offer to make arrangements to meet with them.

5. Did you conduct market research?

Trade fairs are excellent venues to obtain feedback on your products or services. This is primary research, which is typically expensive and time consuming to conduct by other means. The trade fair provides you with a captive and knowledgeable audience from which to solicit opinions and suggestions.

6. Did you learn about your competitors?

International trade fairs,



Success at a trade fair is measured beyond mere attendance.

particularly those that focus on a particular industry or industry sector, bring a large number of competing firms into a small space. All of these firms are intent on demonstrating their latest and greatest offerings. What better opportunity exists for conducting competitor intelligence? You can measure your success by the number of competitors analysed as well as the quality and relevance of the information that you gathered.

7. Did you secure any contracts?

Not all trade fairs present opportunities for contractual agreements, but they can lay the groundwork for future contracts. You can determine the value of the trade show by the value of the contracts directly or indirectly generated as a result of your participation.

8. Did you find strategic partners?

International trade fairs are ideal venues for meeting prospective foreign and local partners or finding leads for qualified

candidates. The event can also be used to conduct initial interviews with potential partners.

9. Did you learn more about your industry and future trends?

Whether it's new technologies, new players in the industry or economic developments in a potentially lucrative foreign market, international trade fairs are saturated with information relevant to your business. Did you gather valuable information to help your operation gain a competitive advantage in the future?

10. Did you acquire new products, technologies or processes to improve your business?

International trade fairs are open windows into the best practices in the industry. It is your opportunity to learn from the best and acquire the tools you need to raise your export efforts to the next level.

This article was reprinted from CanadExport, the official e-magazine of the Canadian Trade Commissioner Service.

Global Export Forecast: 2009

With a world recession still looming, this 130-page Export Development Canada document examines the forces at play in the world economy. The report is broken into several categories including developed market outlook, emerging markets outlooks, and an annex that offers short-to-long term outlooks, country by country, as well as payment risk maps of worldwide regions. Although the Forecast is written for Canadian exporters, much of the market information is relevant to most exporters in developing countries. For the full report click on:

http://www.edc.ca/english/docs/GEF_e.pdf

Practicing environmental sustainability in trade pursuits

Colombia — Frutas Potosi is a medium agro-industrial company in Colombia doing its part to protect the environment, while also growing trade.

Aware of its impact on the environment, the company executes environmentally responsible practices under “environment management programs,” financed by the Inter-American Development Bank (IDB). In recognition for its efforts, Frutas Potosi received the ECO-PROFIT 2004 award,* and since 2006, all of company crops are certified as organic. Furthermore, Frutas Potosi is part of a joint project along with a small producers’ association in the region, to recycle all company waste into organic compost.

Doing Business in Canada

Recently, Frutas Potosi secured a deal with a Canadian company, while gaining knowledge of the Canadian market, at the Commercial Mission to Montreal and Salon international de l’alimentation (SIAL) Trade Show, organized by TFO Canada, in April 2009. It was one of eight company participants.

The Mission was part of a program “strengthening access to the Canadian market for small and medium



Among the various organic products Frutas Potosi offers are different flavoured marmalades that can be added to ice cream desserts, and other sweets.

enterprises (SMEs) in Peru and Colombia.” Pre-scheduled customized meetings with Canadian distributors and importers in the agro-food sector and exhibition at the SIAL Trade Show made up the Mission’s agenda.

German Angel, sales manager of Frutas Potosi, said: “In this first stage of introducing our products to the Canadian market, we’ve found a great deal of interest in one of our products - 100% tropical frozen pulp.”

Already, Frutas Potosi has initiated a supplying contract with Solo Fruit, with a sales amount tagged at US\$ 160,000. Mr. Angel said he was very pleased with the results of his first visit to Canada and is confident there will be future prospects.

Meanwhile, TFO Canada is working hard to bridge Colombian exporters with the Canadian market, in response to the free trade agreement signed by the two Countries in November 2008. The launch of a free trade agreement marks an opportune time to increase awareness of Canadian market prospects.

Additionally, TFO’s program is designed to enhance export knowledge that will support the growth of Colombian export offers to the Canadian marketplace, and to link these exporters with Canadian commercial partners.

** Ecoprofit the “ECological PROject for Integrated Environmental Technology,” is a program for sustainable economic development developed by the [Environment Department of the City of Graz](http://www.ecoprofit.com), Austria, in 1991 (as cited on www.ecoprofit.com)*



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TFO Canada confronts the challenge of global poverty by promoting sustainable economic development through export information, advice and contact. We facilitate access to the Canadian marketplace and share Canadian trade expertise for the benefit smaller exporters in developing countries. Founded in 1980, TFO Canada is a non-governmental, non profit organization.

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