

Plan NOW to be part of the USA Pavilion!

CANADIAN FOOD AND BEVERAGE SHOW

TORONTO, CANADA

Who Should Attend:

U.S. exporters of foods, beverages, wines and spirits for the hotel, restaurant and institutional trade

Why:

This is Canada's largest food service trade show, which attracted more than 700 exhibitors and 10,000 trade visitors last time. FAS will sponsor a USA Pavilion at the show offering cooking demonstrations and a market briefing for exhibitors.

Dates:

Feb. 20-21, 2005

The Market:

Canada is the top market for U.S. agricultural exports, purchasing a record \$9.1 billion worth in fiscal 2003, 16 percent of total U.S. agricultural exports of \$56.2 billion. U.S. product sales to Canada have grown an annual average of 5 percent in the last seven years, and now account for more than two-thirds of all Canadian agricultural imports. Consumer-oriented products account for 70 percent of U.S. agricultural sales to Canada, with fresh and processed fruits and vegetables, snack foods and red meat products the category leaders.

The magnitude of the Canadian market remains apparent when looking at provinces alone. If Ontario, British Columbia and Alberta were countries, they would have ranked, respectively, as the 3rd (\$5.6 billion), 7th (\$1.2 billion) and 17th (\$650 million) largest individual markets for U.S. agricultural exports in 2003.

Best Prospects:

Healthy and convenient foods. Reduced transfat content foods, high-protein foods, organic foods, soy products, bottled flavored waters, healthy snacks, energy bars and meal solutions are some of the many possibilities.

New, innovative foods. Food-to-go, home meal replacements, sauces, salad dressings, value-added fish and seafood, exotic fruits and vegetables, value-added produce, ethnic and kosher foods are prime examples.

Contacts:

Marilyn Bailey
FAS Office of Agricultural Affairs
Ottawa, Canada
Tel.: (613) 688-5266
Fax: (613) 688-3124
E-mail: Marilyn.Bailey@usda.gov

Teresina Chin
FAS Trade Show Office
Washington, DC
Tel.: (202) 720-9423
Fax: (202) 690-4374
E-mail: Teresina.Chin@usda.gov

For more information on the show, visit: www.fbshow.com