

Canada

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Trade

Currently Canada is the second largest market for U.S. agricultural exports (after China), totaling a new record high of nearly US\$21.9 billion in 2014, and a growth of 2% from the prior year. In 2014, U.S. agricultural exports to Canada accounted for over 14.5% of total U.S. food and agricultural product exports of US\$150.5 billion.

Canada remains the top market for U.S. exports of consumer-oriented products. U.S. exports of these products reached a US\$17.2 billion in 2014, an increase of 2%. This accounted for nearly 79% of total U.S. food and agricultural product exports to Canada and also a new record high.

Top U.S. processed food exports to Canada in 2013 included miscellaneous food preparations, ingredients and beverage bases, baked snack foods, dry beverages, bottled drinks, chocolate, dog and cat food, baking inputs, juices, breakfast cereals and wine.

The top five categories were prepared foods (\$1.4 billion), fresh vegetables (\$1.4 billion), fresh fruits (\$1.3 billion), snack foods (\$1 billion) and non-alcoholic beverages (\$900 million).

Market Trends

Canada's wholesale, retail, and food service industries watch and follow the trends in packaged and processed foods in the U.S. closely, anticipating which products can be successfully sold in the market. Overall, the Canadian trades seek unique and innovative value-added foods with a proven sales record in the United States.

What's Popular?

Sugar-Free and Low Sugar Foods

Low Glycemic Diet

Low Sodium Foods

Functional Foods/Superfoods

Pre-packaged Foods with Low Levels of Trans Fats

Organic Foods

Snack Foods



◆ While there are differences in the consumption patterns of selected food items in the two countries, there is a growing demand in Canada for new value-added foods that are market-proven in the U.S.

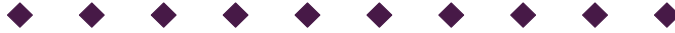
◆ In fiscal year 2014, U.S. exports to Canada reached a record **\$21.7 billion**. Major U.S. exports to Canada include fresh fruits and vegetables, prepared foods, and snack foods.

◆ Post reports that U.S. trade with Canada is facilitated by proximity, common culture, language, similar lifestyle pursuits, and the ease of travel among citizens for business and pleasure. Many U.S. products have gained an increased competitive edge over goods from other countries as the result of the North American Free Trade Agreement (NAFTA).

We Are Here to Help

<http://www.foodexport.org>

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



Export Education

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

Analyze Market Potential

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

Export Assistance

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)

Enter New Markets

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

Trade Missions

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

Increase Market Share

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

For More Information Contact:



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