United States Department of Agriculture
Foreign Agricultural Service

GAIN
Global Agricultural Information Network

Required Report: Required - Public Distribution **Date:** December 31,2020

Report Number: CA2020-0100

Report Name: Exporter Guide

Country: Canada

Post: Ottawa

Report Category: Exporter Guide

Prepared By: Aurela Delibashi, Agricultural Marketing Specialist

Approved By: Evan Mangino

Report Highlights:

Canada was the number one overseas market for U.S. food and agricultural exports in 2019, importing more than $16 billion of U.S. high-value, consumer-oriented goods. Unparalleled regulatory cooperation, comparability and trustworthiness in food safety systems, sophisticated transportation logistics and financial markets, geographic proximity, similar consumer preferences, and relatively affluent consumers are among the reasons why Canada continues to offer excellent export opportunities for new-to-export small- and medium-sized U.S. companies.

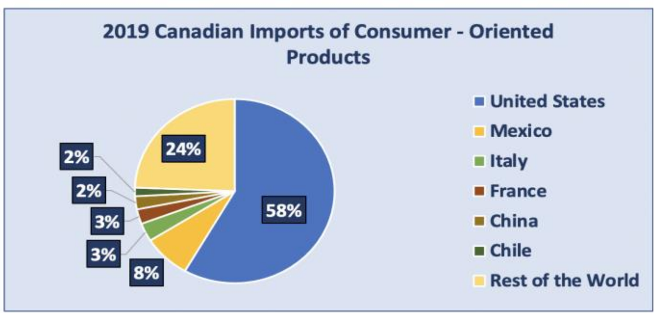
Market Fact Sheet: Canada

Executive Summary

The population of Canada is approximately 38 million with roughly 90 percent of Canadians living within 100 miles of the U.S. border. In 2019, Canada was the leading export destination for U.S. agricultural products. For new-to-market and new-to-export firms, Canada offers stable financial markets and a sophisticated logistics network supporting $136 million of daily two-way trade in food and agricultural products. In 2019, Canada's food and beverage sector was valued at $262 billion, providing opportunities across retail, food service, and processing sectors for U.S. food and beverage companies.

Imports of Consumer-Oriented Products

Canada is the number one market for high-value, consumer-oriented U.S. food and agricultural exports, surpassing $16 billion in 2019 and representing 60 percent of total Canadian imports from abroad. This segment of food and agricultural products includes snack foods, breakfast cereals, sauces, confectionery, and pet food as well as wine, spirits, beer, and soft drinks. U.S. products lead many imported goods categories in the Canadian market, but trade agreements with 3rd country trading blocs – CETA (Canada-European Union Comprehensive Economic and Trade Agreement) and the CPTPP (Comprehensive and Progressive Agreement for Trans-Pacific Partnership) – contributed to increased agricultural export competition in the Canadian market.



Canada's Food Processing Sector

Canada's food and beverage processing sector is sophisticated, diverse and a vital contributor to the economy. In 2019, Canadian food manufacturing sales reached $82 billion, while beverage manufacturing reached $9.5 billion. There are approximately 6,500 food processing establishments in Canada, employing approximately 250,000 workers. In 2019, Canadian processed food exports reached $22 billion. The Government of Canada has prioritized continued export growth, increasing demand for imported and domestically sourced inputs.

Canada's Food Retail Sector

Within Canada's mature and consolidated retail market, five majors (three traditional grocers and two general merchandisers) command over 60 percent ($100 billion) of the market. The Canadian food market displays a dichotomy of demand, with low-priced, value items as well as premium and specialty items.

CANADA QUICK FACTS 2019

Total Imports of Consumer-Oriented Products
$27 billion

Imports of U.S. Consumer-Oriented Products
$16 billion

List of Top 10 Growth Packaged Food Products in Canada

1) Biscuits/Snack Bars/Fruit Snacks	6) Confectionary
2) Savory Snacks	7) Baked Goods
3) Spreads	8) Processed Fruits/Veg.
4) Edible Oils	9) Sauce/Dressing/Condiments
5) Rice/Pasta/Noodles	10) Packaged Foods

Food Industry Sales by Channel ($ billions)

Retail	$100
Food Service	$71
Processing Food & Beverage Sales	$91

Top 10 Canadian Food Processors (by retail sales)

1) Saputo Inc.
2) McCain Foods Ltd.
3) Agropur Cooperative
4) Maple Leaf Foods
5) Primo Water Corporation
6) Kraft Canada Inc.
7) PepsiCo Inc.
8) Nestlé Canada Inc.
9) Parmalat Canada Ltd.
10) Weston Foods

Note: The $1 USD: $1.3 CAD exchange rate has been applied for 2019. **Source: Statistics Canada, GATS, Euromonitor International, Trade Data Monitor**

Strengths / Weaknesses / Opportunities / Threats

Strengths	Weaknesses
Relatively high consumer disposable income levels and similar cultures, tastes, and preferences.	Strong U.S. dollar, high levels of household debt, and a consolidated retail sector.
Opportunities	**Threats**
Duty free tariff treatment for most products, Canadians' familiarity with U.S. products, and open attitudes toward new, innovative products.	Increasing competition from 3rd country competitors, "buy local" sentiment, and lasting shifts in consumer behavior after COVID.

Canada's Food Service Sector

Canada's 2019 foodservice sales amounted to $71 billion, up three percent from 2018 and the fastest growth of any major sector over the last decade. Foodservice sales in 2019 were more than double the value reported in 2000. Canada's foodservice industry was on track to hit $75 billion in 2020 before COVID-19 inflicted losses of up to $30 billion.

SECTION I. MARKET OVERVIEW

Canada continued to be the top agricultural trading partner for the United States in 2019. Total U.S. food and agricultural exports exceeded $22 billion, including distilled spirits and fish products, and total two-way agricultural trade exceeding $49 billion.[1] The United States and Canada maintain the world's most extensive bilateral trading relationship with nearly $1 billion worth of food and agricultural products crossing the U.S.-Canada border every week.

In 2019, U.S. products represented 55 percent of Canada's global imports of agricultural products. High-value, consumer-oriented products accounted for $16 billion, representing 73 percent of the total value of U.S. exports to Canada. The top three consumer-oriented agricultural categories were prepared and processed foods ($3.5 billion), fresh vegetables ($1.7 billion), and fresh fruits ($1.4 billion).

The retail sector is concentrated among five significant companies, and transportation costs within Canada (the second-largest country in the world in terms of landmass) can be relatively high. A lack of diversity in Canadian import suppliers, a strong and growing "buy local" movement, and a relatively strong dollar can present challenges to small- and medium-sized U.S. companies. However, stable financial markets, sophisticated logistics networks, a well-developed food safety regulatory structure, high familiarity with U.S. products, and broad market access secured under the North American Free Trade Agreement (NAFTA) and retained in the newly ratified U.S.-Mexico-Canada Agreement (USMCA) continue to make Canada an excellent candidate for U.S. new-to-market and new-to-export firms. The significant bilateral agricultural trade success of the last thirty years (U.S. agricultural exports to Canada have increased nearly 10-fold since 1989) can be attributed, in part, to the strong business relationships between Canadian buyers and U.S. suppliers.

As similar as the United States and Canada are, understanding the Canadian marketplace is critical to long-term success and consistent sales.

Table 1: Canadian Market Overview Summary

Advantages	Disadvantages
Canadian consumers enjoy high disposable income, coupled with growing interests in premium, high-quality products, and global cuisine.	Bilingual (English and French) labeling is required for retail products.
Canada's ethnically diverse population provides opportunities for specialty products. Canadians are exposed to increasingly diverse flavors and cuisines.	Canada's population is smaller than California and more dispersed, making marketing and distribution costs generally higher than in the United States.

[1] All values are reported in U.S. dollars unless otherwise noted.

Advantages	Disadvantages
Per-capita produce consumption is higher than in the United States. Foodservice operators rely on imported fruits and vegetables year-round.	Retailers are continually looking to reduce prices, improve product quality, and extend their product range with new items.
Duty-free, tariff-free treatment for >98 percent of U.S. products under USMCA (entered into force July 1, 2020).	Tariff rate quotas apply for supply-managed commodities, dairy, poultry, and eggs.
U.S. food products are generally aligned with Canadian tastes and are familiar to Canadian consumers.	Different chemical approvals/tolerances, as well as food standards, may require special production runs.
Canadian consumers rate U.S. quality and safety highly.	Established vendors are currently entrenched in the market.

Key Demographic Trends
Canada's population is approximately 38 million with a median age of 41. Ninety percent of Canadians live within 100 miles of the U.S. border and most consumers are concentrated in urban centers. Canada's two largest cities – Toronto and Montreal – are in the provinces of Ontario and Quebec, respectively, accounting for 60 percent of national economic activity and population. Quebec, Canada's French-speaking province, holds a large untapped potential and represents an excellent market for U.S. exporters looking to enter the Canadian market. As U.S. consumer-oriented products can comprise 25 percent of the products on a grocery shelf in the rest of Canada, U.S. products are underrepresented in Quebec, accounting for only 9 percent.

Households: Single-person households were the largest household type in 2019, accounting for 29 percent of total households. The marriage and divorce rates were 4.2 and 1.9 percent per 1,000 people, respectively.

Population: The Canadian population has grown drastically in recent years, increasing from 31 million people in 2000 to 37 million in 2018. Projections show that the population will grow by 15 percent over the next 20 years, driven predominantly by net migration. Approximately 20 percent of Canada's population is foreign-born, and roughly two-thirds of naturalized Canadians (regardless of when they entered the country) live in Canada's three largest metropolitan areas – Toronto, Montreal and Vancouver. Canada has the highest immigration rate of any major economy; over 450,000 people from 175 countries immigrated to Canada in 2019. Declining birth rates and an increase in life expectancy will push the median age up from 41 to 45 over the next 20 years (up from 37 years in 2000). The Canadian population over age 65 is set to rise from 18 percent in 2019 (6.7 million people) to 25 percent in 2040.

Income and Expenditure in Canada: Canada's average gross income in 2019 is $44,970 and average household disposable income is 27.6 percent, which positions Canada 13th globally. Consumer expenditure per capita reached $25,783 in 2019. In late October 2020, the Bank of Canada revised its projections for 2020 economic growth upward to a smaller 4.3 percent contraction, reflecting the relatively less devastating impact of the COVID-19 pandemic in Canada, compared to the United States and even to other major economies. The Canadian economy is forecast to return to pre-COVID levels sometime in 2023.

SECTION II. EXPORTER BUSINESS TIPS

U.S. exporters are encouraged to look at Canada as a country of five regional markets and develop market entry strategies for each region: Ontario, Quebec, Atlantic Canada, Prairies, and Western Canada. As the market is consolidated in retail and foodservice sectors, new exporters need to familiarize themselves with the major retail banners, operators, and Canadian processors in each regional market to secure long-term success. Nearly 61 percent of total retail beverage and food sales in 2019 were attributed to just five companies: Loblaws, Sobeys, Metro, Walmart, and Costco. More than 6,500 independent retailers across Canada, including convenience stores, ethnic and natural food stores, represent an excellent opportunity for new-to-market products to establish a presence in the Canadian market.

Market Access

FAS/Canada recommends the following steps when entering the Canadian market:

1. Contact an international specialist through your State Department of Agriculture.
2. Conduct thorough research on the competitive marketplace.
3. Locate a Canadian partner to help identify key Canadian accounts.
4. Learn Canadian government standards and regulations that pertain to your product.

FAS/Canada recommends that exporters planning to enter the Canadian market consider appointing a broker or develop a business relationship with a distributor or importer. Some retailers, and even distributors, prefer working with a Canadian firm instead of working directly with U.S. companies unfamiliar with doing business in Canada. U.S. companies are urged to closely evaluate their business options and evaluate all potential Canadian business partners before entering into a contractual arrangement. Factors such as previous experience, the Canadian firm's financial stability, product familiarity, account base, sales force, executive team commitment, and other factors should be considered when identifying a Canadian business partner. FAS/Canada can help identify a broker, distributor, importer, or marketing company for U.S. businesses to reach out to, but FAS/Canada cannot endorse any particular firm. To obtain these listings, please contact AgOttawa@state.gov, AgToronto@state.gov, or AgMontreal@state.gov.

More than 40 U.S. agricultural trade associations and organizations implement USDA-funded marketing programs in Canada. For the full list of participating U.S. organizations, please contact AgOttawa@state.gov, AgToronto@state.gov, or AgMontreal@state.gov.

Export Services and Customs Brokers

FAS and its agricultural partners offer a variety of export marketing services. U.S. firms new to exporting may access the FAS Getting Started webpage.

To move goods across border, a number of U.S. firms use the services of a Canadian customs broker (a private company operating as a logistics facilitator). According to the Canadian Society of Customs Brokers, close to 80 percent of Canadian imports are cleared by a customs broker. These companies assist exporters in complying with Canadian import requirements, handling border transactions, and ensuring the release of goods from Canadian Customs. The Canada Border Services Agency (CBSA) licenses customs brokers to carry out customs related responsibilities on behalf of their clients.

SECTION III. IMPORT FOOD STANDARDS & REGULATIONS

There are three authorities responsible for Canada's food safety under the Minister of Health: Health Canada (HC), the Public Health Agency of Canada (PHAC) and the Canadian Food Inspection Agency (CFIA). Agriculture and Agri-Food Canada (AAFC) oversees non-food safety agricultural activities of the CFIA, such as animal and plant health.

CFIA has published several Regulations in the past few years that have and will continue to affect the agricultural and food business for Canadian and foreign producers such as the Safe Food for Canadian Regulation (SFCR) and Consumer Packaging and Labelling Regulations. For more information on the Canadian import food standards and regulations, please see the latest Food and Agricultural Import Regulations and Standards (FAIRS) GAIN report.

For detailed information on import procedures, please see the step-by-step guide of importing food on the Canadian Food Inspect Agency website.

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Overall Business Climate and Consumption Trends

Canada’s relatively affluent population is spread across an enormous area, resulting in a market with promising consumer demand and fewer potential partners and retailers. As part of Canada's growing health consciousness, consumers are paying closer attention to the food and beverages they consume, particularly in terms of the quality of ingredients and the incorporation of unwanted, unnatural, or artificial ingredients. Moreover, as demand for sustainably produced and packaged products increases, consumer interest in organic products is growing, albeit from a relatively small base. These two trends are pronounced across younger demographics, which are also responsible for strong performance by private label product lines, as younger consumers exhibit lower levels of brand loyalty. While Canadian private label products have long had higher acceptance than in the United States, the economic impact of COVID-19 has accelerated growth in this segment in 2020.

Healthy Living: Health consciousness and concerns over obesity are driving demand for health-related products and increased interest in 'clean' and natural products. Perceptions of healthy living transcend medical health to include food, exercise, mental wellbeing, and broader lifestyle issues. These trends are prevalent among Canada's aging population as well as Gen-Z consumers. One associated trend is increased demand for plant-based proteins as consumers trend toward less red meat. According to Mintel research, 75 percent of consumers would like to include additional plant-based protein products in their diets. Today's consumers are trending toward reducing the amount of red meat they consume.

Ethical Living: Canadian consumers' increasing concern for environmental issues is driving demand for eco-friendly, sustainable, and energy-efficient products. Consumers increasingly make purchasing decisions based on perception of environmental friendliness, sustainability, animal welfare, and desires to positively impact communities and people. Reflected in Canada's Zero Plastic Waste initiative, sustainable product packaging that supports a 'circular economy' is increasingly a selling point for manufacturers and consumers, as consumers take a more comprehensive view of the products they purchase. According to Euromonitor, half of Canadians – 60 percent of millennials – are more interested in accumulating experiences than possessions.

Food Processing Sector

After transportation, food processing ranks as Canada's second-largest economic sector. Across Canada, 6,500 food and beverage processing establishments generated $92 billion of total food and beverage manufacturing sales in 2019 (food processing accounted for $82 billion and beverage processing for $10 billion). Canadian food processors continue to rely on imported raw, semi-processed, and processed ingredients to grow their operations, though a strong 'buy local' ethos drives Canadian companies to source locally whenever possible. The Canadian government has proposed mandatory front-of-package labeling requirements for foods high in sodium, sugar, and saturated; this policy could be finalized in 2021. A more in-depth analysis of the Canadian food processing and ingredients market is available in the Food Processing Ingredients GAIN Report.

Retail Food Sector

Canada's food and beverage retail sales reached $99 billion in 2019, representing a three-percent increase over 2018. Canada's mature, consolidated market is dominated by five retailers (Loblaw, Sobeys, Metro, Costco, and Walmart) that commanded 61 percent of the $99 billion market. Independent and regional retail chains' growth over the last decade has prompted supermarkets to expand ethnic product ranges, form joint ventures with ethnic specialists, and develop new retail concepts. Regardless of size, Canadian retailers rely on imported food to fill their shelves, and thanks to consumer familiarity with U.S. packaged products, to streamlined North American supply chains, and a wide variety of iconic U.S. brands, retail buyers are generally eager to enlist new U.S.-origin consumer-oriented products.

The Canadian food market displays a dichotomy of demand: one for low priced quality foods and the other for premium and specialty food items. Some premium consumer packaged food products can sell for three times the U.S. retail price. U.S. companies offering natural, organic, or specialty foods tend to create product demand and to generate sales through smaller, independent retailers before tackling the majors. Proven sales in Canada can be significant when persuading major retailer category buyers to list new products. COVID-19 has accelerated the adoption of retail grocery e-commerce, driving increased use of delivery and curbside pickup. As retailers are making sizable investments to support this new sales format, three leading grocery retailers have announced new 'supplier fees' to offset capital investments, prompting federal politicians and food processors to call for a grocery industry 'code of conduct.' A more in-depth analysis of the Canadian retail food market is available in the FAS/Canada Retail Food Report.

Food Service Sector

COVID-19 has upended Canadian food service and is expected to have a lasting impact on the sector, with thousands of establishments permanently shutting their doors in 2020. In 2019, Canada's total foodservice sales reached $71 billion, more than double the annual sales reported in 2000 and representing the fastest economic growth of any major sector since 2010.

The commercial foodservice subsector, including quick-service restaurants, full-service restaurants, caterers, and drinking establishments, represents 80 percent of total foodservice sales in any given year. Statistics Canada reported sales of $56 billion for the commercial subsector in 2019. The non-commercial subsector, mainly driven by tourism-related sales at hotels, includes accommodation, institutional, and retail with hot counters and other foodservice operations. In 2019, Restaurants Canada reported sales of $14 billion in this subsector, a 3.7 percent increase from 2018. Growth across the sector in 2019 was mostly attributed to menu price inflation of 2.7 percent, netting a real growth of less than 1 percent. A more in-depth analysis of the Canadian foodservice sector is available in the FAS/Canada Food Service Report.

COVID-19 Impacts on Food and Agriculture

Canada's effective national pandemic response has helped Canada's food and agriculture industries settle into a relatively stable 'new normal' operating environment, despite severe disruptions early in the COVID era. COVID-19 mitigation measures, including the initial closure of non-essential businesses, restrictions on local and international travel, and reduced capacity, phased business re-openings, did not affect the food trade flow. As an essential industry, food and agricultural trade has remained exempted from travel restrictions. The integration and resilience of U.S.-Canadian agri-food networks and food supply chains built up over the last 30 years were essential in continued success of the most extensive bilateral agricultural trade relationship during COVID-19. For more information on the impact of COVID-19, please refer to FAS/Ottawa's August 2020 GAIN report.

SECTION V. AGRICULTURAL AND FOOD IMPORTS

Among consumer-oriented products exported to Canada in 2019, prepared foods remained on top with $3.5 billion worth of exports, and fresh fruits and vegetables were a close second with a combined value of $3.1 billion, followed by fresh and processed pork products at $0.8 billion. Pet food was the highest growth category, increasing 17 percent from 2018, followed by fresh vegetables at 5 percent.

Table 2: Volume Growth for Packaged and Fresh Food 2018-2020

Product Category	Volume Growth % 2018-2019	Volume Growth % 2019-2020	Subcategory	Volume Growth % 2018-2019	Volume Growth % 2019-2020
Packaged Food					
Beverages / Soft Drinks	3.6	5.5	Ready-to-drink Coffee	15.6	17.6
			Ready-to-drink Tea	4.6	7.9
			Energy Drinks	6.0	6.8
			Concentrates	2.0	6.6
			Sports Drinks	2.0	4.2
Cooking Ingredients and Meals	2.0	12.5	Edible Oils	2.6	12.6
			Ready Meals	2.8	12.6
			Sauce, Dressing and Condiments	2.2	11.5
			Sweet Spreads	2.2	10.3
Snacks	1.6	4.7	Confectionery	0.9	1.8
			Savory Snacks	1.9	6.4
			Sweet Biscuits, Snack Bars and Fruit Snacks	0.4	6.2
Baked Goods	0.6	7.0	Bread	0.3	7.5
			Cakes	0.0	5.2
			Dessert Mixes	-1.9	3.4
			Frozen Baked Goods	2.6	4.4
			Pastries	2.1	6.7
Pasta, Rice & Noodles	0.6	29.7	Rice	3.6	29.6
			Noodles	2.5	28.6
			Pasta	-0.8	29.9
Processed Meat & Seafood	0.4	11.6	Processed Seafood	-0.2	13.0
			Meat Substitutes	26.1	29.2
Breakfast Cereal	-0.6	13.9	Hot Cereals	2.4	17.1

Product Category	Volume Growth % 2018-2019	Volume Growth % 2019-2020	Subcategory	Volume Growth % 2018-2019	Volume Growth % 2019-2020
Processed Fruits & Vegetables	0.6	11.2	Frozen Processed Fruit & Vegetables	2.2	13.0
Fresh Food					
Fruits	-1.1	14.6	Cherries	-5.9	36.7
			Peaches/Nectarines	-5.8	34.5
			Strawberries	-5.7	30.3
			Grapefruit	-4.8	23.7
			Grapes	-0.3	20.7
			Plums/Sloes	-2.1	20.0
			Other fruits	0.5	13.7
Vegetables	3	24	Cauliflowers and broccoli	-3.3	36.1
			Potatoes	-2.2	24.5
			Onions	2.6	26.3
			Tomatoes	1.1	21.7
			Other Vegetables	4.4	23.9
Meat	2.9	25.2	Poultry	-2.0	35.9
			Beef and Veal	5.0	22.2
			Lamb, Mutton and Goat	8.1	21.0
			Pork	8.6	13.0
			Other Meat	0.8	24.5
Fish and Seafood	4.2	32	Molluscs and Cephalopods	-5.2	35.4
			Fish	5.1	32.5
			Crustaceans	6.5	28.3
Nuts	-0.2	73.3	Almonds	-4.2	91.8
			Peanuts (Groundnuts)	0.8	69.6
			Pistachio	-2.7	69.2
			Coconuts	-3.9	68.6
			Walnuts	2.6	67.9
			Other Nuts	1.9	70.6

Source: Euromonitor International

The demand for organic, healthy, and natural products market in Canada is growing briskly. Prospects are excellent for organic and natural ingredients, consumer-ready processed foods and beverages and fresh organic fruits and vegetables. Canadian health-conscious consumers are continuously looking for products that are all natural, contain no artificial colors or flavors, are low in sugar/sugar free, and/or gluten-free. For more information on the organic market in Canada, please visit the Canada Organic Trade Association website.

Table 3: U.S. Exports of Consumer Oriented Agricultural Products by product categories

Product	2015	2016	2017	2018	2019	% Share 2019	% Change 2019/2018
	(Value in Million U.S. Dollars)						
Consumer Oriented Total	16,190	15,600	15,732	15,583	15,663	100	1%
Prepared Food	3,303	3,261	3,298	3,367	3,518	22	4%
Fresh Vegetables	1,637	1,579	1,642	1,647	1,730	11	5%
Fresh Fruit	1,537	1,522	1,497	1,424	1,377	9	-3%
Pork & Pork Products	756	777	771	744	774	5	4%
Dog & Cat Food	590	585	626	631	737	5	17%
Chocolate & Cocoa Products	710	734	733	699	701	4	0%
Tree Nuts	673	585	628	681	682	4	0%
Processed Vegetables	673	640	657	647	672	4	4%
Beef & Beef Products	883	740	770	727	640	4	-12%
Condiments & Sauces	667	673	671	646	610	4	-6%
Wine & Beer	588	562	588	552	518	3	-6%
Processed Fruit	524	505	498	510	517	3	1%
Dairy Products	428	495	491	491	502	3	2%
Non-Alcoholic Beverages (ex. juices)	494	496	516	471	482	3	2%
Coffee, Roasted and Extracts	601	568	506	516	468	3	-9%
Snack Foods NESOI	438	420	449	465	446	3	-4%
Poultry Meat & Prods. (ex. eggs)	570	488	434	383	336	2	-12%
Fruit & Vegetable Juices	401	358	331	324	306	2	-6%
Meat Products NESOI	238	227	221	225	235	2	5%
Nursery Products & Cut Flowers	181	175	191	203	208	1	2%
Eggs & Products	177	92	98	116	94	1	-18%
Tea	85	87	85	86	89	1	3%
Spices	38	33	32	27	24	0	-14%

Source: Trade Data Monitor

For additional information on U.S. agricultural and related product exports to Canada, please visit the Global Agricultural Trade System at: https://apps.fas.usda.gov/gats/default.aspx

Table 4: Canadian Consumer Oriented Agricultural Products Imports and Share of Market

Partner	2015	2016	2017	2018	2019	% Share 2019	% Change 2019/2018
	(Value in Million U.S. Dollars)						
World	25,558	25,214	25,941	26,453	26,862	100	2
United States	16,190	15,600	15,732	15,583	15,663	58	1
Mexico	1,517	1,708	1,856	1,940	2,069	8	7
Italy	668	684	780	838	865	3	3
France	549	556	617	679	692	3	2
China	536	546	596	616	620	2	1
Chile	439	442	392	432	402	1	-7
Spain	276	301	325	376	396	1	6
Australia	467	384	386	426	390	1	-9
New Zealand	348	320	360	363	370	1	2
Brazil	237	247	261	266	288	1	8

Source: Trade Data Monitor

Table 5: Canadian Consumer-Oriented Agricultural Product Imports

Top 10 Consumer Oriented Products	Imports from U.S.	Imports from World	% U.S. Market Share
	(Value in Million U.S. Dollars)		
Prepared Food	3,516	4,304	82
Fresh Vegetables	1,730	2,806	62
Fresh Fruit	1,376	3,652	38
Pork & Pork Products	774	889	87
Chocolate & Cocoa Products	701	1,338	52
Tree Nuts	682	1,037	66
Processed Vegetables	671	1,153	58
Beef & Beef Products	640	928	69
Condiments & Sauces	610	782	78
Wine & Beer	518	2,577	20

Source: Trade Data Monitor

SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

The Foreign Agricultural Service (FAS) in Canada offers a wide variety of services to help develop U.S. agricultural exports to Canada. If you need assistance or have a trade-related inquiry, please contact us:

Office of Agricultural Affairs
U.S. Embassy, Ottawa
Mailing Address:
P.O. Box 5000, MS-30
Ogdensburg, NY 13669-0430
Telephone: (613) 688-5267
Email: AgOttawa@state.gov

Office of Agricultural Affairs
U.S. Consulate General – Toronto
Mailing Address:
P.O. Box 135
Lewiston, NY 14092-0135
Telephone: (416) 640-8683
Email: AgToronto@state.gov

Office of Agricultural Affairs
U.S. Consulate General – Montreal
Mailing Address:
P.O. Box 847
Champlain, New York 12919–0847
Telephone: (514) 908-3761
Email: AgMontreal@state.gov

Main Trade Shows in Canada:
Agriculture and Agri-Food Canada, USDA's Canadian counterpart, maintains a list of trade shows on this webpage. USDA provides funding support for U.S. companies to participate in the following trade shows:

- Canadian Health Food Association Trade Show
- Canadian Produce Marketing Association and Convention Show
- SIAL Canada
- Canadian Restaurant and Beverage Show
- Vancouver International Wine Festival
- National Women's Show

Useful Canadian Websites
The following is a listing of important Canadian institutions and their website:

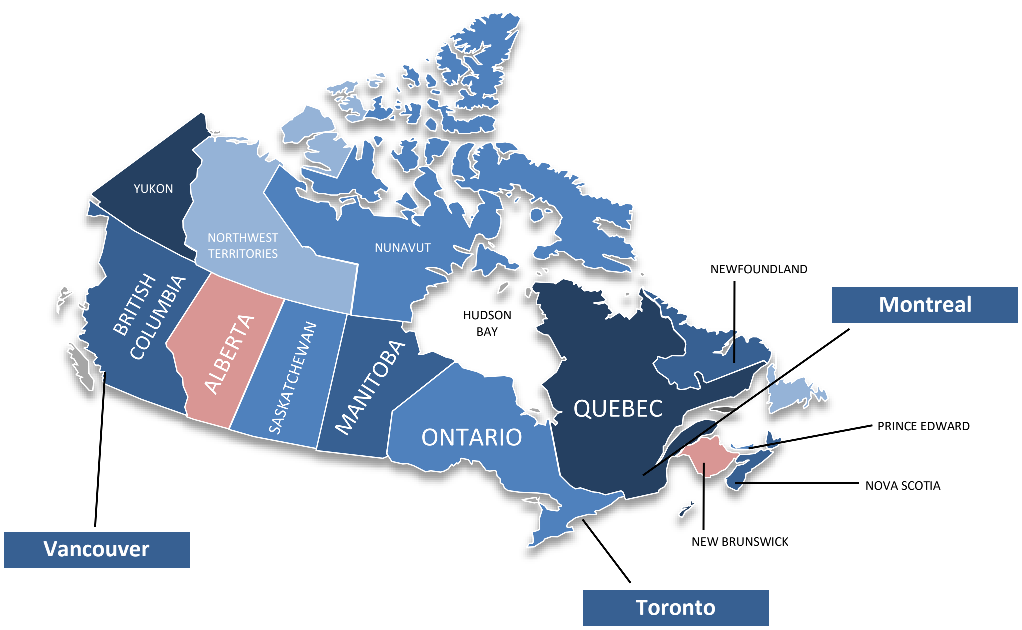
- Canada Border Services Agency
- Canadian Food Inspection Agency
- Global Affairs Canada
- Bank of Canada. Daily Currency Convertor
- Innovation, Science and Economic Development Canada
- Health Canada

Market Sector Reports
Listed below are research reports published by the Offices of Agricultural Affairs in Ottawa, Toronto and Montreal. For a complete list of USDA reports from Canada and the rest of the world, please visit the FAS GAIN webpage.

Table 6: FAS/Canada GAIN Report Highlights from 2019

REPORT #	Title of Report	Date
CA19007	Food and Beverage Processing Sector in Canada	6/07/2019
CA19031	Ontario Wine Report	8/30/2019
CA19032	Quebec Wine Report	8/30/2019
CA19022	Retail Foods Guide	7/05/2019
CA2020-0086	Foodservice Sector Report	9/25/2020
CA2019-0048	Food and Agricultural Import Regulations and Standards Country Report	1/08/2020
CA2019-0049	Food and Agricultural Import Regulations and Standards Export Certificate Report	1/30/2020
CA2020-0064	New Certification of Origin process under the USMCA	6/24/2020
CA2020-0079	Overview of COVID-19 Impacts on Canadian Agriculture	8/27/2020

Key Trade and Demographic Information



- Total Population: **38 million**
- Urban Population: **26.5 million/ 70 percent**
- Rural Population: **11.5 million/ 30 percent**

- Canada's **three major urban** centers:
  - Toronto: 6.2 million
  - Montreal: 4.2 million
  - Vancouver: 2.6 million

- Number of **Metropolitan Areas** Over 100,000 people: **51**

- Unemployment Rate (November 2020): **8.5 percent**
- Annual Household Spending Retail & Foodservice Food and Drink: **$8,527**
- Total Employment - Full & Part Time; November 2020: **18.6 million**

- Per Capital Gross Domestic Product 2020: **$58,816**
- Gross Domestic Product Growth Rate: **-3.35 percent** (Q3 2020 / Q3 2019)
- Exchange Rate, average annual 2019: **1 USD : 1.3269 CAD**

- Global Ag Imports (2019) / U.S. Share: **$38.7 billion / 55 percent**
- Global Consumer-Oriented Imports (2019) / U.S. Share: **$26.9 billion / 58 percent**

Attachments:

No Attachments