

Meet Conveniently One-On-One with Multiple Canadian Specialty Food Buyers

Canadian Specialty Food Trade Mission

Toronto, Canada

November 1-3, 2006

As the Specialty Food Market Soars, so Does the Exporting Opportunities

The specialty food market is particularly strong in Canada. Its many multi-ethnic communities foster a rapidly growing specialty food sector which is demanding diverse new and fresh products, especially those in the ethnic, specialty and organic food categories. As in the United States, Canada has a large population of affluent, aging, and well-traveled consumers who care about the environment and seek healthy, authentic foods.

- **The Canadian gift industry is a high-growth sector of the economy, generating more than \$6 billion in sales at the wholesale level each year. A Retail News' Special Report: Trends, Stats & Predictions survey was done among 1,630 giftware retailers. 30% of retailers said they planned to buy more gourmet food. Under product categories that turn five times a year or more, gourmet food was the top listing at 18% of retailers.**

This Trade Mission Includes:

- Import analysis and a competitive store check for one product
- In-market seminar on the Canadian market and label regulations
- Guided tours of major store chains—see the opportunities first-hand!
- Guaranteed one-on-one meetings with key Canadian specialty foods buyers, importers and distributors and a tabletop product showcase for potential customers

For More Information

Cost: Mission fees will be \$475, including in-country ground transportation to trade mission events.

Deadline: The registration deadline is September 25, 2006.

Fax this back to 312.334.9230 (Note: This is not a registration form.)

NAME _____

TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

FAX _____

E-MAIL _____

PRODUCTS _____

Check this box if you no longer want to receive faxes or e-mails from Food Export Association of the Midwest U.S.A. and Food Export USA-Northeast. Please tell us why and provide your company name and fax number _____.

_____. Fax this form back to 312.334.9230. If you would like to hear about future Food Export Association of the Midwest U.S.A. and Food Export USA-Northeast promotions via e-mail, please provide your e-mail address _____.

Meet With the Canadian Buyers Who Want Your Products:

These one-on-one meetings will provide you with immediate buyer feedback on your product's Canadian market potential. Canadian importers, buyers and wholesalers have expressed interest in a wide selection of U.S. specialty food products, including:

- **Fresh and processed fruits**
- **Organic and natural products**
- **"Healthy" snacks**
- **Quality convenience items**
- **Chilled or frozen ready-to-eat meals**
- **Frozen baked goods**
- **Beverages**
- **Snacks and confections**
- **Items with "portable" packaging**

A Convenient Way to Off-Set Expenses

The mission fee of \$475 covers all of these services, as well as the cost of the import analysis, meetings with buyers and some transportation to mission events. Companies will be responsible for flights, hotel, and meals. Some **expenses qualify for Branded Program reimbursement** for qualified participants! The number of participants is limited so register early!

About Food Export Association of the Midwest U.S.A. and Food Export USA-Northeast

Food Export Association of the Midwest U.S.A. and Food Export USA-Northeast are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in foreign markets.



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