



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Voluntary Report - public distribution

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Canada

Market Development Reports

CANADA CONNECT - Matchmaker Service

2000

Approved by:

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U.S. Embassy

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Report Highlights:

“CANADA CONNECT”--- Canada Agrifood Network - Agent Distributor Connection, is a matchmaking service for U.S. food and beverage producers wishing to investigate the Canadian market for brokers/agents and distributors.

Includes PSD changes: No

Includes Trade Matrix: No

Unscheduled Report

Ottawa[CA1], CA

CANADA CONNECT — Canada Agrifood Network - Agent Distributor Connection

Finally, an agriculture matchmaker service to offer to U.S. food and beverage producers wishing to investigate the Canadian market for brokers/agents/distributors. This new **CANADA CONNECT** program, endorsed by the Foreign Agricultural Service office at the United States Embassy, Ottawa Canada, parallels the Gold Key Program offered by the U. S. Foreign Commercial Service.

CANADA CONNECT will be offered to U.S. agri-food exporters by two respected market research and public relations firms. In Toronto, to service the immediate area as well as the rest of Ontario, Quebec and the Maritime Provinces, is Faye Clack Marketing and Communications. In Vancouver, to service the immediate Vancouver area, as well as the rest of British Columbia, Alberta and the Prairie Provinces, is USA Food Export, Inc.

A partnership has been developed with the U.S. and Foreign Commercial Service enabling the program to be promoted through there 70 + plus Expert Assistance Center throughout the U.S. Prospective Agric-Food exporters requesting information through Export Assistance Centers will be directed to this program.

Further promotion of this program is planned through outreach activities. The first of these is planned for Vermont, July 21, another in Harrisburg, Pennsylvania on August 1, 2000. Brochures have been printed and are available for interested state representatives, groups, and organizations.

Attached is a preliminary copy of the **CANADA CONNECT** promotional brochure, a Program Information sheet, Market Interest Questionnaire and Participation Agreement.

CANADA THE MARKET:

Canada is the top market for U.S. consumer food products and has been growing steadily over the past 10 years. Nearly half of total U.S. exports of fresh fruits and vegetables (\$3 billion) is shipped to Canada. Further, the importance of trade with Canadian provinces cannot be underestimated. Total U.S. merchandise trade with individual Canadian provinces outranks many of our major foreign markets. With regard to total agricultural trade, if Ontario, British Columbia and Quebec were countries they would rank, respectively, as the 4th (\$5.3 billion), 8th (\$1.6 billion) and 13th (943 million) largest individual markets. Further, total U.S. agriculture, fish and forest product exports to Canada in 1999 (\$9.3 billion) exceeded the level exported to the fifteen European Union member states for the same time period.

Despite the promise the Canadian market holds for U.S. exporters of high value products, it can be a difficult market to enter for small - and medium- sized companies due to the sophisticated selection of products already available, the high costs involved in placing untested products on the shelf, the need to work through brokers (manufacturer's agents), the regionalization of retail distributors and brokers, high retail food concentration within regions (in most regions 3 or 4 retailers control over 80% of the market), and the high levels of private label branding at the expense of trademark brands.

CANADA CONNECT BROCHURE

For Food & Beverage

Business Opportunities ... CANADA CONNECT

CANADA CONNECT

CANADA AGRIFOOD NETWORK- AGENT DISTRIBUTOR CONNECTION

CANADA CONNECT is a cost-effective and efficient way for U.S. AgriFood companies searching for opportunities to expand their market in Canada to meet the key people.

CANADA CONNECT assists in establishing commercial relationships with agent/brokers and/or distributors in Canada.

CANADA CONNECT provides an individually designed program including appointments, briefings on business opportunities, industry trends, and competition.

CANADA CONNECT is a fee for service program endorsed by the Foreign Agricultural Service, U.S. Embassy Ottawa, Canada. One day program: \$500 (\$250 each additional day).

CANADA CONNECT - is provided in cooperation with two respected market research and public relations firms.

For opportunities in Toronto and Eastern Canada (including: Ontario, Quebec and the Maritimes) contact:

Faye Clack Marketing & Communications Inc.
5025 Orbitor Drive, Building 1, Suite 200
Mississauga, Ontario L4W 4Y5
Telephone: (905) 206-0577
Fax: (905) 206-0581
E-Mail: info@fayeclack.com

Point of Contact: Ms. Cory Clack-Streef

For opportunities in Vancouver and Western Canada (including: British Columbia, Alberta, and the Prairies) contact:

USA Food Export, Inc.
4084 West 20th Avenue
Vancouver, British Columbia V6S 1G5
Telephone: (604) 222-8433
Fax: (604) 222-8433
E-Mail: woodcock@istar.ca

Point of Contact: Mr. Brian Woodcock

CANADA CONNECT - endorsed by:

**Foreign Agricultural Service
United States Embassy
Ottawa Canada
Telephone: (613) 688-5267
Fax: (613) 688-3124
E-Mail: agottawa@fas.usda.gov**

Offered in Cooperation with:
U.S. & Foreign Commercial Service
United States Embassy, Ottawa Canada
Telephone: (613) 688-5217
Fax: (613) 238-5999
E-Mail: marta.varisco@mail.doc.gov

CANADA CONNECT REGISTRATION - INFORMATION SHEETS - follow



Office of Agricultural Affairs
U.S. Embassy, Ottawa Canada
Phone: (613) 688-5267 - Fax: (613) 688-3124
E-Mail: agottawa@fas.usda.gov

CANADA CONNECT

CANADA AGRIFOOD NETWORK- AGENT DISTRIBUTOR CONNECTION

Program Information

I. Program Description:

CANADA CONNECT is endorsed by the Foreign Agricultural Service, U.S. Embassy, Ottawa Canada and offered in Toronto by Faye Clack Marketing and Communications Inc. and in Vancouver by USA Food Export Inc., the Service Providers, to assist U.S. companies in their efforts to establish commercial relationships with prospective agents/brokers and/or distributors in Canada.

II. Service Provider Responsibilities:

1. Upon receipt of the Client's product literature, the Service Provider will consult with the CANADA CONNECT Client to discuss qualifications sought in prospective Canadian business partners; will contact and pre-screen prospective partners before scheduling individual business meetings (usually four appointments per day); and will begin work on developing an appointment schedule (normally requires 20 working days).
2. The Service Provider will furnish travel information and logistical support, as required, to the CANADA CONNECT Client. Upon arrival in the Toronto/Vancouver area, the Service Provider will brief the Client on the economic environment; provide local communications and secretarial services; review the Client's competitive situation based on current import levels, local marketing practices, and industry trends; and accompany the Client to off-site business meetings.
3. The Service Provider will also provide the CANADA CONNECT Client with follow up assistance and support required to meet the Client's stated CANADA CONNECT objectives in Canada.

III. Clients Responsibilities:

Each firm making use of the CANADA CONNECT Service must:

1. Be a bona-fide (legally registered) U.S. company;
2. Offer U.S. - origin products or services;
3. Submit a CANADA CONNECT Participation Agreement with supporting material as listed below, at least 20 working days prior to the proposed visit.
4. Submit credit card payment in full to the Service Provider (Cost of service is US\$500 for the first day and US\$250 for each additional day).
5. Provide a minimum of 15-20 sets of company literature to include an introductory letter stating company's objectives; price lists, product literature, etc. to the Service Provider.
6. Provide a completed CANADA CONNECT Market Interest Questionnaire to the Service Provider.

USDA/Foreign Agricultural Service and/or the Service Provider reserves the right to refuse the CANADA CONNECT Service to prospective users who do not meet these requirements.



Office of Agricultural Affairs
U.S. Embassy, Ottawa Canada
Phone: (613) 688-5267 - Fax: (613) 688-3124
E-Mail: agottawa@fas.usda.gov

CANADA CONNECT

CANADA AGRIFOOD NETWORK - AGENT DISTRIBUTOR CONNECTION

Market Interest Questionnaire

Requested Service to be provided on: _____ (to be confirmed)
(Dates)

Name of Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

Company/Participant is: ___ New-to-Export ___ New-to-Market ___ Old-to-Market

Number of Employees: ___ 1-49 ___ 50-99 ___ 100-299 ___ more

Current Company Representation in Canada: Yes ___ No ___

If yes please provide name and contact information:

Additional Information, if needed, e.g. description of products being promoted

Part 1 - Marketing Information

1) Name(s) and title(s) of company representatives who will participate in the CANADA CONNECT Program.

2) Products to be promoted during the CANADA CONNECT Program (this should include descriptive language and a mention of significant features). Attache a separate sheet if necessary.

3) Company background (when founded, position in industry, size, etc.)

4) Please indicate the most important end-users for the products that your company will promote in Canada (rank in order of importance):

- Retail Grocery (consumer packaging) ---
- Food Service (Hotel, Restaurant and Institutional) ---
- Food Manufacturers (ingredient buyers) ---
- Other (please specify): _____

5) Choose one or all of the following categories to describe your products:

- ___ Fresh/Chilled
- ___ Frozen
- ___ Shelf Stable
- ___ Bulk
- ___ Other (please specify): _____

6) Objectives in Canada (check all that apply)

	Very Important	Important	Less Important
- Finding National Sales Representation	---	---	---
- Finding Regional Sales Representation	---	---	---
- Finding Direct Buyers	---	---	---
- Finding Licensee	---	---	---
- Finding Joint Venture Partner	---	---	---
- Product testing/ market research	---	---	---
- Other (please specify): _____	---	---	---
_____	---	---	---

Part 2 - Canadian Representative Information

7) Are you currently represented in Canada? Yes ___ No ___

If yes, do your agents or distributors know you are seeking additional representation in Canada?

Yes ___ No ___

Please provide contact information on current agents or distributors and advise how they should be handled:

8) Who are your principal competitors in Canada?

9) State any specific or special conditions required from prospective Canadian partners (e.g. facilities, technical capabilities, financial strength, complimentary product lines, etc.)

10) Will you require logistical support such as hotel reservations, ground transportation, or other?

Yes ___ No ___

Please specify assistance or information required:



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E-Mail: agottawa@fas.usda.gov

CANADA CONNECT
CANADA AGRIFOOD NETWORK - AGENT DISTRIBUTOR CONNECTION
Participation Agreement

Name of Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

CANADA CONNECT is provided in cooperation with two respected market research and public relations firms. Please select the firm that suits your regional needs. Your selection will determine which service provider will receive your application. Each service provider charges \$500 for the basic CANADA CONNECT package.

____ Yes, I am interested in opportunities in Toronto and Eastern Canada (including: Ontario, Quebec and the Maritimes).

____ Yes, I am interested in opportunities in Vancouver and Western Canada (including: British Columbia, Alberta, and the Prairies).

Faye Clack Marketing & Communications Inc.
5025 Orbitor Drive, Building 1, Suite 200
Mississauga, Ontario L4W 4Y5
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USA Food Export, Inc.
4084 West 20th Avenue
Vancouver, British Columbia V6S 1G5
Telephone: (604) 222-8433
Fax: (604) 222-8433
E-Mail: woodcock@istar.ca

Point of Contact: Brian Woodcock

Point of Contact: Cory Clack-Streef

Credit card payment of US\$500 on deposit:

Master Card _____ Credit Card Number: _____
Visa _____ Expiry Date: _____
American Express _____ Cardholder's Name: _____
Cardholder's Signature: _____

Additional charges will be on agreement between the Service Provider and the Client and billed separately.

Company/Participant agrees to abide by the terms of the attached CANADA CONNECT, Conditions of Participation, which form a part of this agreement, and acknowledges that information provided by Company/Participant to the Service Provider in connection with this service may be made available to the public.

Signature of Duly Authorized Company/Participant's Representative

Date

Print Name and Title

Find Us on the World Wide Web:

Visit our headquarter's home page at <http://www.fas.usda.gov> for a complete listing of FAS' worldwide agricultural reporting.

Related FAS/Ottawa reports:

Report Number	Title of Report	Date
CA9016	Marketing In Canada	2/18/99
CA9141	Food Product Export Opportunities in Western Canada	12/23/99
CA9142	Western Canada Retail Study	12/23/99
CA0001	Eastern Canada Retail Study	1/05/00
CA0004	Bakery Products I: Sweets	1/20/00
CA0006	Bakery Products II: Bread, Rolls, etc.	1/24/00
CA0007	Food Product Export Opportunities in Eastern Canada	1/31/00
CA0022	New England Culinary Institute	2/29/00
CA0030	WUSATA Recruits Grocery Showcase West	3/21/00
CA0032	Agent/Distributor Directory -Eastern Canada	3/21/00
CA0040	Promotional Opportunities Report for Canada	4/3/00
CA0047	Hotel, Restaurant, Institutional Foodservice Sector Report - Eastern Canada	4/19/00
CA0050	Agent/Broker Directory - Western Canada	4/19/00
CA0081	Food Product Export Opportunities in Eastern Canada - Report II	6/20/00

Contact FAS/Ottawa by e-mail: usagr@istar.caContact Faye Clack Marketing & Communications by e-mail: info@fayeclack.comContact USA Food Export, Inc., Brian Woodcock by e-mail: woodcock@istar.ca

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