



USDA Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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Canada

Market Development Reports

Canada Connect Matchmaker Program

2006

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Report Highlights:

CANADA CONNECT - Canada Agrifood Network, Agent Distributor Connection, a cost effective matchmaker service for U.S. food and beverage producers wishing to investigate the Canadian market for brokers/agents and distributors. This report reflects changes made to the program since the last submission CA5060, 09/01/2005.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Ottawa [CA1]
[CA]

CANADA CONNECT – Canada Agrifood Network – Agent Distributor Connection

CANADA CONNECT is an agriculture matchmaker service for U.S. food and beverage producers wishing to investigate the Canadian market for brokers/agents/distributors. The **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 is made available to U.S. agri-food exporters by respected market research and public relations firms in Canada. These firms are both located in the Toronto area, the largest metropolitan area in Canada and the leading Canadian center of business. If your target market is outside the Toronto area, these firms are prepared to assist you as well.

A partnership with the U.S. and Foreign Commercial Service enables the program to be promoted through their 70 + plus Export Assistance Centers throughout the U.S. Prospective agri-food exporters requesting information through Export Assistance Centers will be directed to this program.

All involved parties conduct promotion of this program through outreach activities. Brochures that outline the program have been developed and are being distributed to interested state representatives, groups, and organizations at all opportunities.

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

CANADA THE MARKET:

Canada is the largest market for U.S. agricultural exports. In FY2005, U.S. agricultural exports to Canada reached a record \$10.6 billion. Canada is the top market for U.S. consumer food products and one that has been growing steadily over the past 10 years. More than half (2005 – 52%) of total U.S. exports of fresh fruits and vegetables (\$4.2 billion) were shipped to Canada. Further, the importance of trade with Canadian provinces cannot be underestimated.

With regard to agricultural trade, if Ontario, British Columbia and Alberta were countries they would rank, respectively, as the 4th (\$6.7 billion), 7th (\$1.5 billion) and 16th (\$620 million) largest individual markets for U.S. agricultural exports. Total U.S. agriculture, fish and forest product exports to Canada in FY2005 (\$13.3 billion) exceeded the level exported to the fifteen European Union member states by almost \$5.0 billion for the same 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.

FAS Canada Contact Information: Office of Agricultural Affairs
U.S. Embassy, Ottawa Canada
Telephone: 613-688-5267 Facsimile: 613-688-3124
Email: AgOttawa@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 by selected 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 from its Canadian office. Upon arrival in Canada, 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. Client's 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\$900 for the first day and US\$500 for a second day, per market).
5. Provide a minimum of 15-20 sets of company literature including 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 reserve the right to refuse the CANADA CONNECT Service to prospective users who do not meet these requirements.

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 mention of significant features). Attach 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 if there is a role for them?

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:

CANADA CONNECT
CANADA AGRIFOOD NETWORK - AGENT DISTRIBUTOR
CONNECTION

Participation Agreement

Name of Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

Food / Beverage Service Provider:

Faye Clack Marketing & Communications, Inc.

170 Robert Speck Pkwy.
Mississauga, Ontario L4Z 3G1
Telephone: (905) 206-0577
Fax: (905) 206-0581
E-Mail: kboyce@fayeclack.com
Point of Contact: Kathy Boyce

Wine Service Provider:

Ketchin Sales & Marketing

74 Hurontario Street, Suite 206
Collingwood, Ontario L9Y 2L8
Telephone: (705) 444-5255
Fax: (705) 444-6467
Email: rketchin@ketchin.com
Point of Contact: Robert Ketchin

Payment accepted by check or Visa

Payment accepted by check

Basic charge for the **CANADA CONNECT** package: One day US\$900/US\$500 second day, per market.

VISA Credit Card Number: _____

Expiry Date: _____

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

Print Name and Title

Date