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U.S. Gourmet Food Company Tastes Sweet Success in Canada

Report Categories:

Export Accomplishments - Events

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Report Highlights:

Family-owned business, Torn Ranch, has increased sales to Canada to \$200,000 in 2010 with the support of FAS/Canada and WUSATA's export assistance programs. Ms. Deana Kay, Vice President of Sales, is responsible for Torn Ranch's international business and commented that "Canada is an attractive market for any U.S. company as the common language, along with the professionalism of business practices help to facilitate continued growth in Canada." Although, the company had previously exported to Canada over the last decade, it was not until 2010 that Torn Ranch boosted their sales to Canada from \$20,000 to \$200,000. Much of the growth can be attributed to the company's commitment to exporting and changing their market strategy in Canada by appointing a Canadian agent and exhibiting at Canadian trade shows.

Significant Export Growth to Canada for Small Family-Owned U.S. Food Company:

Torn Ranch is a certified Minority Business Enterprise (MBE) and Woman Business Enterprise (WBE) with 80 employees in Petaluma, California. This family-owned company has been in business over thirty years and is a manufacturer of gourmet chocolates, nuts and baked goods that are sold into the hospitality and retail channels of the Canadian market. Deana Kay is the Vice President of Sales and a second generation member to this family-owned business. She is responsible for Torn Ranch's international business. While the company occasionally exported to Canada in the past it was not until 2010 that Torn Ranch succeeded in growing their annual sales from \$ 20,000 to \$ 200,000. Much of this increase can be attributed to the company's decision to appoint a Canadian agent that has helped them build brand recognition and develop new corporate and retail accounts in Canada. Ms. Kay also added that their involvement in the USA/FAS Pavilion at the Canadian Restaurant and Foodservices Association Show in 2010 and 2011, as well as with other shows in Canada, and their participation in the MAP program, administered by WUSATA (Western United States Agricultural Trade Association) has helped to push start their exporting efforts to this level in Canada.

When asked *Why consider Canada to grow your business?* Ms. Kay answered that "Canada is an attractive market for any U.S. company as the common language, along with the professionalism of business practices help to facilitate continued growth in Canada."

While, Torn Ranch exports to other foreign countries, the company's growth in Canada has grown exponentially, making it one of the largest current export markets for the company. In the long term, Ms. Kay recognizes that their exporting efforts have contributed to the viability of their company and more importantly the sustainability of their community, leading to further growth in the coming years.