

SEMINAR: ORGANIC FOOD & BEVERAGE IN CANADA

SAVE THE DATE: OCT 25

Participants

Swedish companies manufacturing organic food & beverage products with a desire to increase global sales

Benefit

Discover industry trends and learn about how the Canadian market is a low barrier and high opportunity country for organic exporters

Date

October 25th

Location

Business Sweden -
Klarabergsviadukten 70, Stockholm

Registration

Caleb Chapman, Business Sweden
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Agenda

14.30 – Registration & Fika
15.00 – Introduction to Canadian organic food & beverage market
16.00 – Question & Answer

Industry Highlights

- 1. CETA – Free Trade Agreement**
Tariffs on 98% of food and beverage products has dropped to null
- 2. Organic equivalency agreement**
Products certified as organic in the EU can market the same claim in Canada
- 3. Increasing Demand**
The Canadian organic packaged food industry saw 7% industry growth in 2017 reaching CAD 1.1 billion

Other Upcoming Activities

February 20-23
Travel to Canada and participate in Business Sweden's match making services to get introduced to Canadian distributors, agents and stakeholders

Hosted By



MATCH MAKING DAYS: ORGANIC INDUSTRY IN CANADA

SAVE THE DATE: FEB 20-23

Participants

Swedish companies manufacturing organic food & beverage products with a desire to increase global sales

Benefit

Connect with Canadian stakeholders such as distributors and agents working in the organic industry to harness the growing market potential

Dates

February 20-23

Location

Toronto, Ontario
Vancouver, British Columbia

Registration

Caleb Chapman, Business Sweden
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Highlighted Activities



Match Making – Industry Specific

Meeting with distributors, brokers, agents and importers who work directly in the organic industry and service the Canadian market



Guest Speakers

Hear from industry experts, labeling consultants and key opinion leaders about developments in the Canadian landscape



Store Tours

See for yourself what typical Canadian food and beverage retail looks like by getting a tour of stores in Canada's largest metropolitans



Attending CHFA West

Attend one of Canada's largest expositions of healthy, quality produced and organic food at the CHFA West trade show

ORGANIC INDUSTRY IN CANADA CREATES UNIQUE OPPORTUNITIES

- ▶ EU certified organic products can be exported to Canada without additional paperwork
- ▶ Organic food sales are increasing steadily in Canada driven by British Columbia and major metropolitan cities like Toronto
- ▶ Organic baby food, cereal bars, snacks, spreads and coffee were the highest performing segments
- ▶ The market is split between independent brands and private labels carried by grocery retailers
- ▶ Organic packaged food and beverage sales grew by 7% and 9% respectively in 2017



BUSINESS SWEDEN CANADA HAS A MULTITUDE OF INFORMATION AND REPORTS AVAILABLE ONLINE

Confectionary Industry Report - Canada

Food Regulation Guide - Canada

Organic Industry Report - Canada

CONFECTIONARY INDUSTRY HIGHLIGHTS

- Traditional and chocolate confectionary industries saw positive growth into 2017
- Almost all confectionary products can enter Canada tariff and barrier free
- Highest growth rates in mint, dark chocolate and on-the-go products
- The health trend is creating new competition and opportunities for companies making sweets
- Market leader Hershey's dominates the landscape



CHOCOLATE

Chocolate Pouches & Bags

Background
Single person house holds and on-the-go life style explains the dramatic increase of pouches and bagged chocolate goods. Segment is expected to grow an additional 10% by 2022

Growth Rates

2.2% Annual 2017
3.2% CAGR 2012/2017
17.0% Total 2012/2017

MARKET SHARE

Market share under leading companies

Company	Market Share
Nestle	2.7%
Hershey	2.0%
Harshay	1.2%
Harshay	1%
Harshay	2.3%

Company	Market Share
Cadbury Adams	2.6%
Harshay	2.6%
Harshay	1.7%
Harshay	1.7%

EXECUTIVE HIGHLIGHTS FROM THE REGULATION GUIDE REPORT

- Low Barriers To Entry**
Unlike most international markets, no application is required before Swedish companies can begin to export to Canada
- Abundant Similarities**
Similar culture behaviour and consumer shopping patterns make Canada an easy market for Swedish exporters
- Labeling Requirements**
Adjustment of packaging to local standards can be a time consuming process including adjustments for both official languages: English and French
- Organic Equivalency**
Organic products that are certified in the EU can claim organic status in Canada due to an equivalency agreement



TYPICAL WAY

Direct Sales

Selling directly to the retail or food service industry can cut costs directly. However, it is very rare that Canadian companies will engage with small and medium sized foreign producers

RE ACCEPTED AS

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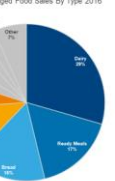
KEY INSIGHTS - ORGANIC FOOD IN CANADA

- EU certified organic products can be exported to Canada with ease
- Organic food sales are increasing steadily in Canada driven by British Columbia and major metropolitan cities
- Dairy products hold the largest market share of organic packaged foods
- Organic baby food has the highest growth in the sector and coffee is the most consumed organic beverage
- The market is split between private brands and labels carried by grocery retailers



AMOUNT FOR OVER

Food Sales By Type 2016



NG AND UNIQUE

ies

ies regulations are much weaker than the EU's, including generally of food, medicine, food laws, food choice and hominids

VISIT OUR WEBSITE TO FIND ADDITIONAL REPORTS: [BUSINESS SWEDEN CANADA](https://businesssweden.ca)

ANY QUESTIONS? CONTACT US

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