USDA United States Department of Agriculture
Foreign Agricultural Service

GAIN Global Agricultural Information Network

Required Report: Required - Public Distribution **Date:** January 12, 2022

Report Number: CA2021-0065

Report Name: Exporter Guide

Country: Canada

Post: Ottawa

Report Category: Exporter Guide

Prepared By: Maria Arbulu

Approved By: Tyler Babcock

Report Highlights:

Canada was the number two overseas market for U.S. food and agricultural exports in 2020, importing $17.1 of U.S. high-value, consumer-oriented goods. Unparalleled regulatory cooperation, comparability and trustworthiness in food safety systems, sophisticated transportation logistics and financial markets, geographic proximity, similar consumer preferences, and relatively affluent consumers are among the reasons why Canada continues to offer excellent export opportunities for new-to-export small- and medium-sized U.S. companies.

Market Fact Sheet: Canada

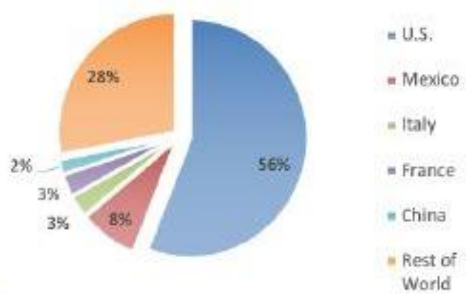
Executive Summary

The population of Canada is approximately 38 million. In 2020, Canada was the second leading export destination for U.S. agricultural products. For new-to-market firms, Canada offers stable financial markets and a sophisticated logistics network supporting $132 million of daily two-way trade in food and agricultural products.

Imports of Consumer-Oriented Products

Canada is the number one market for high-value consumer-oriented U.S. products. U.S. exports of consumer-oriented products to Canada hit $17.1 billion in 2020. This segment of agricultural and food products includes snack food, breakfast cereals, sauces, confectionery, pet food and wine, spirits, beer, and soft drinks.

2020 Canadian Imports of Consumer-Oriented Food Products



Food Processing Industry

In 2020, food and beverage processing sales reached $91.7 billion USD with food processing accounting for 90 percent of total sales and beverage processing accounting for the remaining 10 percent. The leading food manufacturing sectors were meat processing ($22.9 billion) and dairy product manufacturing ($13 billion).

Food service Industry

In January and February 2020, just before the Covid pandemic, monthly food service sales peaked at $6.3 billion. The food service industry is divided into two segments: Commercial (restaurants, caterers, and drinking establishments) and Non-commercial (hotels, institutional, retail, and other food service operations).

Quick Facts CY 2020

Imports of Consumer-Oriented Products
$27.5 billion

Top 10 Packaged Food Products (by sales growth)

- Baked/Bakery Goods
- Cereals/Pasta/Rice
- Processed Fruits/Veg.
- Non-alcoholic Beverages
- Dog & Cat Food
- Beef & Beef Products
- Pork & Pork Products
- Chocolate & Cocoa Products
- Tree Nuts Products
- Sauces/Dressings/Condiments

Food Industry by Channels (2020, Billion USD)

Total Food & Beverage Industry	**$242**
Retail (including alcoholic beverages)	$109
Food Service	$ 41.3
Food & Beverage Processing Sales	**$ 91.7**
- Food Processing	$ 82.1
- Beverage Processing	$ 9.6

Top 10 Food Processors & Restaurant Chains

Food Processors	Food service chains
1) Loblaw 2) Saputo 3) Kraft Heinz Canada 4) Agropur Cooperative Ltd 5) Nestlé Canada 6) Lactalis Canada 7) Frito-Lay Canada 8) General Mills Canada 9) Sobeys 10) Schneider Corporation	1) Restaurants Brands International, Inc (18.1%) 2) McDonalds Corporation (15.1%) 3) A&W Food Services of Canada (4.2%) 4) Doctor's Associates Inc./Subways (4.0%) 5) Starbucks Corporations (3.3%)

GDP/Population
Population: 38 million
GDP: $1,843 billion USD (2019 est.)
GDP per capita: $49,031 USD (2019 est.)

Note: The exchange rate $1 USD : 1.264 CAD has been applied.

Strengths/Weaknesses/Opportunities/Threats

Strengths	Weaknesses
Relatively high consumer disposable income levels	Strong USD; concentrated retail sector
Opportunities	**Threats**
Duty free tariff treatment for most products; consumer demand for sustainably produced products	COVID measures and shifting consumer behavior; "buy local" campaigns

Contact:

Office of Agricultural Affairs – Ottawa
agottawa@state.gov, (613) 688-5267

Office of Agricultural Affairs – Toronto
agtoronto@state.gov

Office of Agricultural Affairs – Montreal
agmontreal@state.gov

SECTION I. MARKET OVERVIEW

Canada continued to be a top agricultural trading partner for the United States in 2020. In calendar year (CY) 2020, total U.S. food and agricultural exports to Canada exceeded $22.2 billion USD and consumer-oriented products[1] reached over $17 billion.[2] The United States and Canada maintain the world's most extensive bilateral trading relationship with nearly $130 million in food and agricultural products crossing the U.S.-Canada border every day. Canada offers regulatory cooperation, comparable food safety systems, a sophisticated transportation network, and established financial markets. It's geographic proximity, similar consumer preferences, and relatively affluent consumers are among the reasons why Canada continues to offer excellent export opportunities for new-to-export small- and medium-sized U.S. companies.

Canada and the United States implemented the Canada-U.S. Free Trade Agreement (FTA) in 1989, which provided for elimination of tariffs on most goods, including agricultural products. The FTA was replaced by the North American Free Trade Agreement (NAFTA) in 1994, when Mexico joined. On July 1, 2020, NAFTA was replaced by the United States-Mexico-Canada Trade Agreement (USMCA).

Canada's population is approximately 38 million with a median age of 41. Approximately 90 percent of Canadians live within 100 miles of the U.S. border. Canada's three largest cities – Toronto, Montreal and Vancouver – are in the provinces of Ontario, Quebec, and British Columbia respectively, accounting for 75 percent of national economic activity and population. Projections show that the population will grow by 15 percent over the next 20 years, driven predominantly by net migration. Approximately 20 percent of Canada's population is foreign-born. Canada has the highest immigration rate of any major economy; over 450,000 people from 175 countries immigrated to Canada in 2020. The top foreign countries where immigrants are originating from are India, China, Philippines, Nigeria, and the United States. Declining birth rates and an increase in life expectancy will push the median age up from 41 to 45 over the next 20 years (up from 37 years in 2000). One out of 114 Canadians suffer from celiac disease but the demand for gluten free products continue to rise even among those without an intolerance to gluten [3]

Canada's average gross income per household in 2020 was $71,000 with average expenditures at $55,400. Statistics Canada reports housing, transportation and food as the top household expenditures with close to $8,200 spent on food costs, 25 percent of which are spent in restaurants and on takeout orders. In 2020, Canada's economy contracted by 5.5 percent due to a decrease in Canadian exports and largely due to COVID-19 conditions. Canada is currently in a period of 'stagflation,' where prices of goods and services are high but the rate of economic growth is low.

---

[1] High-value (value-added) "Consumer-Oriented" agricultural products require little or no additional processing and are generally ready for final consumption at either the food retail or food service level.

[2] USDA Global Agricultural Trade System https://apps.fas.usda.gov/gats/default.aspx

[3] Canadian Digestive Health Foundation

Table 1: Canadian Market Overview Summary

Advantages	Disadvantages
Canadian consumers have a relatively high disposable income and are well-positioned to purchase high-quality products.	Bilingual (English and French) labeling is required for retail products.
Canada's ethnically diverse population provides opportunities for specialty products. Canadians are increasingly demanding diverse flavors and greater access to global cuisines.	Canada's population is approximately a tenth of the United States and more dispersed, making marketing and distribution costs generally higher than in the United States.
Per-capita produce consumption is relatively high. Retailers and food service operators have developed efficient supply chains to import fruits and vegetables year-round to satisfy their customers.	There is growing competition from other exporting countries offering produce at lower prices, such as Mexico, Peru, South Africa, and others.
Retailers are continually looking for innovative and new brands.	Canada's retail sales network is different from that of the U.S. market. Retailers and grocer independents rely on Canadian brokers and distributors to find new products and assist their U.S. principals on pricing, compliance, and logistics.
Duty-free, tariff-free treatment for more than 98 percent of U.S. products under USMCA (entered into force July 1, 2020).	Tariff rate quotas apply for supply-managed commodities (i.e., dairy, poultry, and eggs).
U.S. food products are generally aligned with Canadian tastes and are familiar to Canadian consumers.	"Buy local" campaigns are increasingly popular.
Canadian consumers rate U.S. quality and safety relatively high.	Established vendors are currently entrenched in the market.

SECTION II. EXPORTER BUSINESS TIPS

U.S. exporters are encouraged to look at Canada as a country of five regional markets and develop market entry strategies for each region: Ontario, Quebec, Atlantic Canada, Prairies, and Western Canada. As the market is consolidated in both the retail and the food service sector, new exporters need to familiarize themselves with the major retail banners, operators, and Canadian processors in each regional market to secure long-term success. Nearly 75 percent of total retail beverage and food sales in 2020 were attributed to five companies: Loblaws, Sobeys, Metro, Walmart, and Costco. More than 7,000 independent retailers across Canada, including convenience stores, ethnic and natural food stores, represent an excellent opportunity for new-to-market products to establish a presence in the Canadian market but will also require greater due diligence and oversight.

FAS/Canada recommends the following steps before entering the Canadian market:

1. Contact an international specialist through your State Department of Agriculture.
2. Conduct thorough research on the competitive marketplace.
3. Locate a Canadian partner to help identify key Canadian accounts.
4. Learn Canadian government standards and regulations that pertain to your product.

To be successful in Canada's retail sector, FAS Canada suggests familiarizing yourself with the Canadian broker network. Several Canadian retailers and distributors prefer working through a Canadian broker because many U.S. companies are unfamiliar with doing business in Canada and require the additional service a broker can provide. According to the Canadian Society of Customs Brokers, close to 80 percent of Canadian imports are cleared by a customs broker. These companies assist exporters in complying with Canadian import requirements, handling border transactions, and ensuring the release of goods from Canadian Customs. The Canada Border Services Agency (CBSA) licenses customs brokers to carry out customs related responsibilities on behalf of their clients. Retailers and distributors do not have time to guide U.S. exporters through many aspects of selling food products in Canada such as regulatory compliance, labelling, pricing, shipping and logistics, and possible retailer listing fees. Companies are urged to consider their business options and evaluate all potential Canadian business partners before entering into a contractual arrangement. Factors such as previous experience, the Canadian firm's financial stability, product familiarity, the firm's sales and marketing teams, and other factors should be considered when identifying a Canadian business partner. FAS Canada and our industry partners, Food Export USA, Southern United States Trade Association (SUSTA), and the Western U.S. Trade Association (WUSATA) can help identify a broker, distributor, importer, or marketing company for U.S. businesses. To obtain these listings, please contact AgOttawa@state.gov, AgToronto@state.gov, or AgMontreal@state.gov.

More than 45 U.S. agricultural trade associations and organizations offer USDA-funded marketing programs in Canada to support U.S. firms in their marketing efforts. For the full list of active U.S. organizations, please contact AgOttawa@state.gov, AgToronto@state.gov, or AgMontreal@state.gov.

U.S. firms new to exporting may access the FAS Getting Started webpage.

SECTION III. IMPORT FOOD STANDARDS & REGULATIONS

There are three authorities responsible for Canada's food safety under the Minister of Health: Health Canada (HC), the Public Health Agency of Canada (PHAC) and the Canadian Food Inspection Agency (CFIA). Agriculture and Agri-Food Canada (AAFC), also through the CFIA, oversees non-food safety agricultural activities such as animal and plant health.
CFIA offers the Automated Import Reference System online that permits any user to review the importing requirements for various agricultural and food products. In addition, CFIA publishes several

regulations that may affect agricultural and food business for Canadian and foreign producers such as the Safe Food for Canadian Regulation (SFCR) and Consumer Packaging and Labelling Regulations. For more information on the Canadian import food standards and regulations, please see the latest Food and Agricultural Import Regulations and Standards (FAIRS) GAIN report.

For detailed information on import procedures, please see the step-by-step guide of importing food on the Canadian Food Inspect Agency website.

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Canada's relatively affluent population is spread across the five regional markets identified above. As part of Canada's growing health consciousness, consumers are paying closer attention to the food and beverages they consume, particularly in terms of the quality of ingredients and the incorporation of unwanted, unnatural, or artificial ingredients. Still, most Canadians trust U.S. food and agricultural products because of the comparable food safety standards between the two countries. Demand for sustainably produced and packaged products is increasing and consumer interest in organic products is growing, albeit from a relatively small base. The Canadian Agri-food Sustainability Initiative (CASI) recently released a report on the subject of Canada's marketplace increasingly looking for sustainable production practices. The report can be found here. The sustainability and health consciousness trends are pronounced across younger demographics, which are also responsible for strong performance by private label product lines, as younger consumers exhibit lower levels of brand loyalty. While Canadian private label products have long had higher acceptance than in the United States, the economic impact of COVID-19 has accelerated growth in this segment in 2020.

Healthy Living: Health consciousness and concerns over obesity are driving demand for health-related products and increased interest in 'clean' and natural products. Perceptions of healthy living transcend medical health to include food, exercise, mental wellbeing, and broader lifestyle issues. These trends are prevalent among Canada's aging population as well as Gen-Z consumers. One associated trend is increased demand for plant-based proteins as consumers trend toward less red meat. According to Mintel Research, 75 percent of consumers would like to include additional plant-based protein products in their diets.

Ethical Living: Canadian consumers' increasing concern for environmental issues is driving demand for eco-friendly, sustainable, and energy-efficient products. Consumers increasingly make purchasing decisions based on perception of environmental friendliness, sustainability, animal welfare, and desires to positively impact communities and people. Reflected in Canada's Zero Plastic Waste initiative, sustainable product packaging that supports a 'circular economy' is increasingly a selling point for manufacturers and consumers, as consumers take a more comprehensive view of the products they purchase.

Food Processing Sector

After transportation, food processing ranks as Canada's second-largest economic sector. Across Canada, 6,500 food and beverage processing establishments generated $84 billion of total food and beverage manufacturing sales in 2020 including $9 billion for beverage processing. Canadian food processors continue to rely on imported raw, semi-processed, and processed ingredients to grow their operations, though a strong 'buy local' ethos drives Canadian companies to source locally whenever possible. The Canadian government has proposed mandatory front-of-package labelling requirements for foods high in sodium, sugar, and saturated; this policy could be finalized in 2021. A more in-depth analysis of the Canadian food processing and ingredients market is available in the Food Processing Ingredients GAIN Report.

Retail Food Sector

Canada's food and beverage retail sales reached $109 billion in 2020, representing a ten percent increase over 2019. Canada's mature, consolidated market is dominated by five retailers (Loblaw, Sobeys, Metro, Costco, and Walmart) that commands 78 percent of the $109 billion market. Independent and regional retail chains' growth over the last decade has prompted supermarkets to expand ethnic product ranges, form joint ventures with ethnic specialists, and develop new retail concepts. Regardless of size, Canadian retailers rely on imported food to fill their shelves. The consumer familiarity with U.S. major brands, along with a sophisticated North American supply chain, helps to influence retailers to look at new U.S. food products.

The Canadian food market displays a dichotomy of demand: one for low priced quality foods and the other for premium and specialty food items. U.S. companies offering natural, organic, or specialty foods tend to create product demand and to generate sales through smaller, independent retailers. COVID-19 accelerated the adoption of retail grocery e-commerce, driving increased use of delivery and curbside pickup. Research firm, Mintel Research revealed 22 percent of Canadians had bought their groceries on-line in 2020. In responding to the above-mentioned trends, retailers are making sizable investments to support the new sales format. Three leading grocery retailers announced new 'supplier fees' to offset capital investments, prompting federal politicians and food processors to call for a grocery industry 'code of conduct.' A more in-depth analysis of the Canadian retail food market is available in the FAS/Canada Retail Food Report.

Food Service Sector

No other sector felt the effects of COVID-19 as severely as Canada's food service sector. The commercial food service subsector which represents 80 percent of the sector includes quick-service restaurants, full-service restaurants, caterers, and drinking establishments reported a decrease in sales by 28 percent from the previous year, amounting to $40 billion in 2020. Thousands of establishments permanently shut their doors in 2020 as federal and provincial governments restricted in-restaurant dinning. The non-commercial subsector, mainly driven by tourism-related sales at hotels, includes accommodation, institutional, and retail with hot counters and other food service operations reported sales of $13 billion in this subsector, a seven percent decrease from the year before. Restaurants Canada forecasts 2021 will end with a 12 increase in sales. A more in-depth analysis of the Canadian food service sector is available in the FAS/Canada HRI Report.

COVID-19 Impacts on Food and Agriculture

The year 2021 was a difficult one for Canadians and businesses. With business closures and stay at home orders, Canadians turned to grocery-staples items that included a variety of canned goods, pasta, flour and items as rice, pasta, cereals, and much more. Although, yearly grocery and food service sales were down, certain weeks in March and April reflected panic buying by consumers. Purchases of rice increased by 238 percent in one week in March as compared to the same week in 2019.[4] Later in the year, industry adapted to the new COVID-19 conditions and found themselves operating in a relatively stable environment. The integration and resilience of U.S.-Canadian agri-food networks and food supply chains built up over the last 30 years is a reflection of the most extensive bilateral agricultural trade relationship in the world. For more information on the impact of COVID-19, please refer to FAS/Ottawa's August 2020 GAIN report.

SECTION V. AGRICULTURAL AND FOOD IMPORTS

Table 2: Volume Growth for Packaged and Fresh Food [5]

Product Category	Volume Growth % 2019-2020	Volume Growth % 2020-2021	Subcategory	Volume Growth % 2019-2020	Volume Growth % 2020-2021
Packaged Food					
			Non-Alcoholic Beer	27%	30%
			Ready-to-drink Coffee	12%	10%
			Ready-to-drink Tea	8%	3%
Beverages / Soft Drinks	-4%	2%	Energy Drinks	6%	6%
			100% Juice	2%	-0.5%
			Concentrates	3%	2%
			Sports Drinks	5%	2%
Cooking Ingredients and Meals			Edible Oils	14%	1%
			Ready Meals	12%	1%
			Sauce, Dressing and Condiments	11%	-2%
Food Service	-29%	12%	Soup	15%	-0.3%
Retail	14%	1%	Sweet Spreads	10%	0.4%
Snacks	0.8%	0.3%	Confectionery	0.8%	0.3%
			Savory Snacks	5.5%	-2.2%

[4] Statistics Canada – Canadian Consumers Adapt to Covid-19

Product Category	Volume Growth % 2019-2020	Volume Growth % 2020-2021	Subcategory	Volume Growth % 2019-2020	Volume Growth % 2020-2021
			Sweet Biscuits, Snack Bars and Fruit Snacks	2%	-0.3%
Baked Goods	-4%	5.1%	Bread	-2%	5%
			Cakes	.8%	-0.7%
			Dessert Mixes	2%	-1%
			Frozen Baked Goods	12%	-3%
			Pastries	-12%	7%
Pasta, Rice & Noodles	-5%	5%	Rice	-14%	11%
			Noodles	-2%	4%
			Pasta	.8%	1%
Pet Food	5.3%	0.4%	Dog and Cat Food	5%	0.4%
Processed Meat & Seafood	-16%	1	Processed Seafood	-7%	7%
			Tofu & Derivatives	-20%	14%
			RTE Cereals	8%	-0.8%
Breakfast Cereal	10%	-1.3%	Hot Cereals	13%	-1%
Processed Fruits & Vegetables	-16%	12%	Frozen Processed Fruit & Vegetables	-21%	16%
			Shelf Stable Fruit & Vegetables	-6%	7%
Fresh Food					
Fruits	1.1%	-0.4%	Cherries	29%	-6%
			Apples	3%	-1%
			Grapefruit/Pomelo	15%	-6%
			Strawberries	12%	-5%
			Lemon & Limes	3%	-2%
			Grapes	4%	0.8%
			Pears/Quinces	3%	-4%
			Oranges, Tangerines & Mandarins	-4%	-7%
Vegetables	2%	2%	Cauliflowers and broccoli	19%	-12%
			Maize(corn)	5%	-8%
			Onions	-3%	-3%
			Tomatoes	0%	0.4%
			Other Vegetables	4.4	23.9
Meat	2.4%	-0.4	Poultry	6%	0.6%
			Beef and Veal	2%	-3%
			Lamb, Mutton and Goat	.9%	-3%

Product Category	Volume Growth % 2019-2020	Volume Growth % 2020-2021	Subcategory	Volume Growth % 2019-2020	Volume Growth % 2020-2021
			Pork	-3%	-0.9%
			Other Meat	0.2%	-2%
Fish and Seafood	3%	1%	Molluscs and Cephalopods	4%	-0.2%
			Fish	3%	1%
			Crustaceans	2%	1%
Nuts	0.6%	-3%	Almonds	-4.2	91.8
			Peanuts (Groundnuts)	-9%	9%
			Pistachio	1%	1%
			Walnuts	3%	3%
			Other Nuts	14%	13%

Source: Euromonitor International

Table 3: U.S. Exports of Consumer Oriented Agricultural Products by product categories

Product	2016	2017	2018	2019	2020	% Share 2020	% Change 2019/2020
	(Value in Million U.S. Dollars)						
Consumer Oriented Total	16,641	16,805	16,678	16,695	17,100	100	2%
Bakery Goods, Cereals, and Pasta	2,072	2,0780	2,144	2,227	2,268	13%	2%
Fresh Vegetables	1,807	1,879	1,884	1,986	1,900	11%	-4%
Fresh Fruit	1,633	1,609	1,533	1,484	1,583	9%	6%
Non-Alcoholic Beverages (ex. juices)	1,357	1,296	1,277	1,213	1,191	6%	-1%
Pork & Pork Products	1,020	968	1,036	1,096	835	5%	2%
Food Preparations	946	960	987	1,052	1,203	7%	14%
Beef & Beef Products	758	791	745	654	727	4%	2%
Chocolate & Cocoa Products	749	748	712	713	757	4%	6%
Condiments & Sauces	704	710	685	646	660	4%	-2%
Dairy Products	697	700	700	728	736	4%	1%
Poultry Meat & Prods. (ex. eggs)	611	527	469	428	367	2%	-14%
Processed Vegetables	650	677	655	672	600	4%	-11%
Dog & Cat Food	597	640	645	751	837	5%	11%
Tree Nuts	597	643	696	697	738	4%	6%
Processed Fruit	461	474	486	507	495	3%	-2%
Fruit & Vegetable Juices	435	412	395	361	361	2%	0%
Wine & Related Products	431	444	449	425	461	3%	8%
Nursery Products & Cut Flowers	181	197	207	211	212	1%	.4%

For additional information on U.S. agricultural and related product exports to Canada, please visit the Global Agricultural Trade System at: https://apps.fas.usda.gov/gats/default.aspx

Table 4: Canadian Consumer Oriented Ag. Products Imports/Share of Market by Country

Partner	2016	2017	2018	2019	2020	% Share 2020	% Change 2019/2020
	Value in Million U.S. Dollars						
World	26,445	27,445	27,842	28,288	29,190	100	3%
United States	16,030	16,182	16,059	16,137	16,544	56%	3%
Mexico	1,768	1,920	2,102	2,150	2,299	8%	7%
Italy	740	840	900	930	1,001	3%	8%
France	695	767	849	863	870	3%	1%
China	557	607	638	644	681	2%	6%
Chile	442	392	433	402	357	1%	-10%
Australia	384	386	427	391	398	1%	2%
United Kingdom	380	391	395	419	439	1%	5%
New Zealand	328	368	371	380	400	2%	5%
Spain	302	327	378	400	396	1%	-1%

Source: Trade Data Monitor 2021

SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

The Foreign Agricultural Service (FAS) in Canada offers a wide variety of services to help develop U.S. agricultural exports to Canada. If you need assistance or have a trade-related inquiry, please contact us:

Offices of Agricultural Affairs

OTTAWA
U.S. Embassy, Ottawa
Mailing Address:
P.O. Box 5000, MS-30
Ogdensburg, NY 13669-0430
Tel.: (613) 688-5267
E.: AgOttawa@state.gov

MONTREAL
U.S. Consulate General, Montreal
P.O. Box 847
Champlain, New York 12919–0847
Tel.: (514) 908-3761
E. AgMontreal@state.gov

TORONTO
U.S. Consulate, Toronto
P.O. Box 135
Lewiston, NY 14092-0135
Tel. (416) 649-8683
E. AgToronto@state.gov

Main Trade Shows in Canada:
Agriculture and Agri-Food Canada, USDA's Canadian counterpart, maintains a list of trade shows on this webpage. USDA provides funding support for U.S. companies to participate in the following trade shows:

- Canadian Health Food Association Trade Show
- Canadian Produce Marketing Association and Convention Show
- SIAL Canada
- Canadian Restaurant and Beverage Show
- Vancouver International Wine Festival
- National Women's Show

Useful Canadian Websites

The following is a listing of important Canadian institutions and their website:

- Canada Border Services Agency
- Canadian Food Inspection Agency
- Global Affairs Canada
- Bank of Canada. Daily Currency Convertor
- Innovation, Science and Economic Development Canada
- Health Canada

Market Sector Reports

Listed below are research reports published by the Offices of Agricultural Affairs in Ottawa, Toronto and Montreal. For a complete list of USDA reports from Canada and the rest of the world, please visit the FAS GAIN webpage.

Table 6: FAS/Canada GAIN Report Highlights from 2019 - 2021

REPORT #	Title of Report	Date
CA19007	Food and Beverage Processing Sector in Canada	3/30/21
CA2021-0039	Ontario Wine Report	6/23/2021
CA19032	Quebec Wine Report	8/30/2019
CA2021-0041	Retail Foods Guide	6/24/21
CA2020-0086	Food service Sector Report	9/25/2020
CA2019-0048	Food and Agricultural Import Regulations and Standards Country Report	1/08/2020
CA2019-0049	Food and Agricultural Import Regulations and Standards Export Certificate Report	1/30/2020
CA2020-0064	New Certification of Origin process under the USMCA	6/24/2020
CA2020-0079	Overview of COVID-19 Impacts on Canadian Agriculture	8/27/2020

- ➢ Total Population: **38.5 million**
- ➢ Urban Population: **27.3 million/ 71.8 percent**
- ➢ Rural Population: **11.2 million/ 28.2 percent**

- ➢ Canada's three major urban centers:
  - Toronto: **6.5 million**
  - Montreal: **4.3 million**
  - Vancouver: **2.7 million**

- ➢ Average age: **41.7**
- ➢ Over 65: **One in five Canadians**

- ➢ Unemployment Rate (December 2020): **9.5 percent**
- ➢ Annual Household Spending Retail & Food service Food and Drink: **USD$16,289**
- ➢ Total Employment – Full & Part Time: November 2020: **18 million**

- ➢ Per Capital Gross Domestic Product 2020: **$58,816**
- ➢ Gross Domestic Product Growth Rate: **-5.23 percent** (annual)
- ➢ Exchange Rate, average annual 2019: **1 USD: .7462 CAD**

- ➢ Global Ag Imports (2020) / U.S. Share: **$10,586 billion / 54 percent**
- ➢ Global Consumer-Oriented Imports (2020) / U.S. Share: **$16.5 billion / 56**

Attachments:

No Attachments