Growing Trade: Challenges and Opportunities

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Presentation to: Prairie Oat Growers Association
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Objectives

- Provide an outline of the current global trade environment including challenges and opportunities with a focus on the oats industry
Canadian Agri-Food Sector

- World’s fifth largest agri-food exporter

- 2018 Canadian agri-food exports: $59.3 billion

- Target: grow our agriculture/agri-food exports to at least $75 billion annually by 2025
Oats Industry

- Canada is the world’s largest exporter of oats
- Canada’s top 3 export markets for oats: U.S., Mexico, Republic of Korea
- In 2018, Canadian exports of oats reached $492 million (Prairies exported 92% of this value)
- The U.S. imported 84% of all Canadian oats exports in 2018
Global Challenges

- Rise in Protectionism
- Challenges to Science-based/Rules-based Systems
- Shifting Consumer Preferences
- Social Media – influence and misinformation
- Impacts of climate change – food production
Trade Focus and Opportunities

- Food Security and Food Safety – growing demand for food
- Demographics – growth of the middle class
- Innovation – plant technologies
- Market Diversification
- Regulatory and Operational Modernization
New Free Trade Agreements

In 2018, 72% of Canada’s agricultural exports were destined to countries where Canada has an FTA in force or signed.

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Government of Canada Trade Agenda

- Market Access and Development
- Market Access Prioritization
- Regulatory Cooperation and International Advocacy
- International Engagement
Technical Specialists Abroad and Agriculture and Food Trade Commissioners 2019

Our global reach is agile and growing.
As of 2018, new joint CFIA-AAFC International Affairs Branch (IAB)

Focused on international market access and development and regulatory trade issues, reporting to AAFC and CFIA

ADM position reports to both the President of the CFIA and the Deputy Minister of AAFC

New partnership and spirit of dialogue between CFIA & AAFC
Questions