

Growing Trade: Challenges and Opportunities

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Canadian Food
Inspection Agency Agence canadienne
d'inspection des aliments



Agriculture and
Agri-Food Canada Agriculture et
Agroalimentaire Canada



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

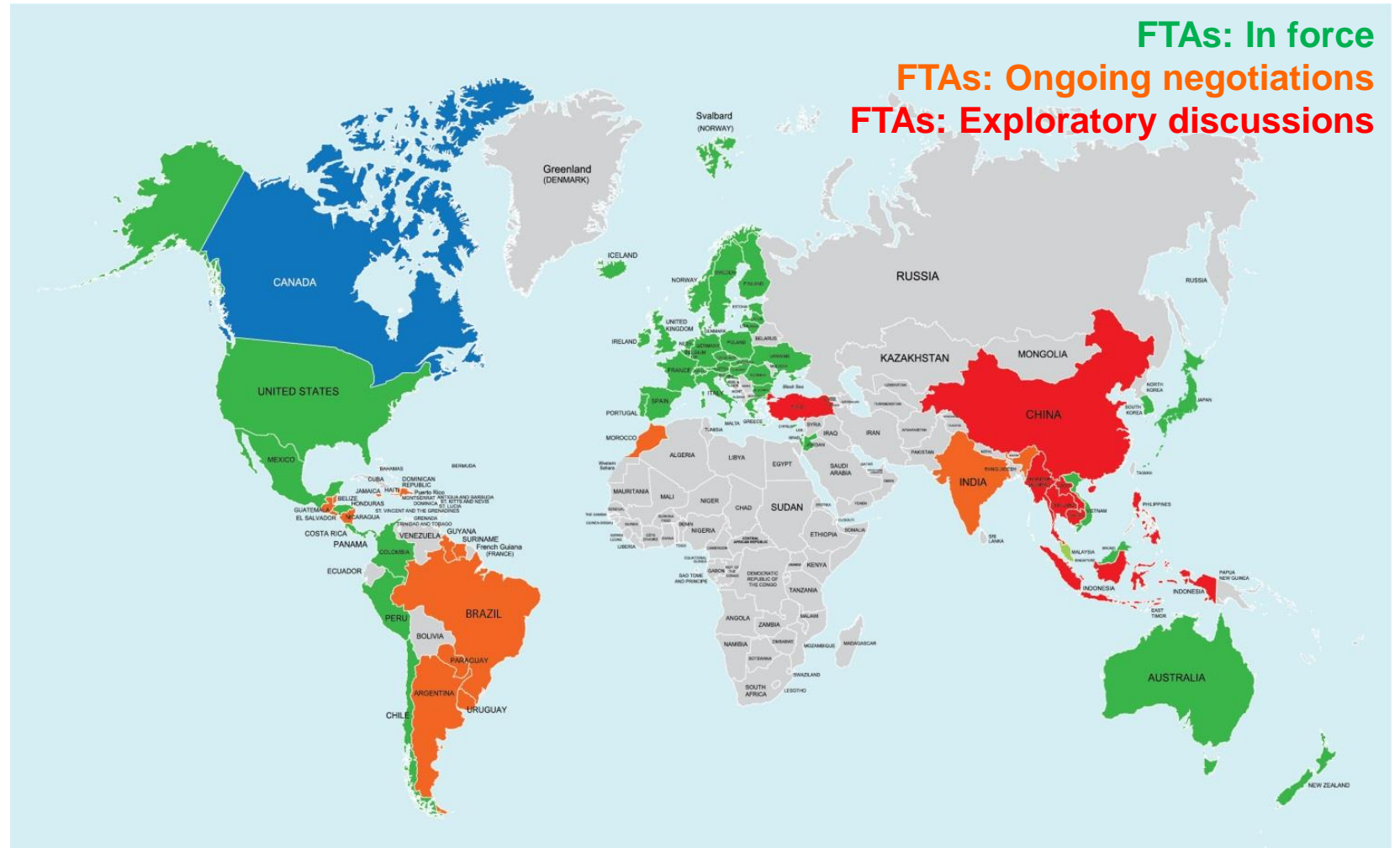
- Rise in Protectionism
- Challenges to Science-based/Rules-based Systems
- Shifting Consumer Preferences
- Social Media – influence and misinformation
- Impacts of climate change – food production

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



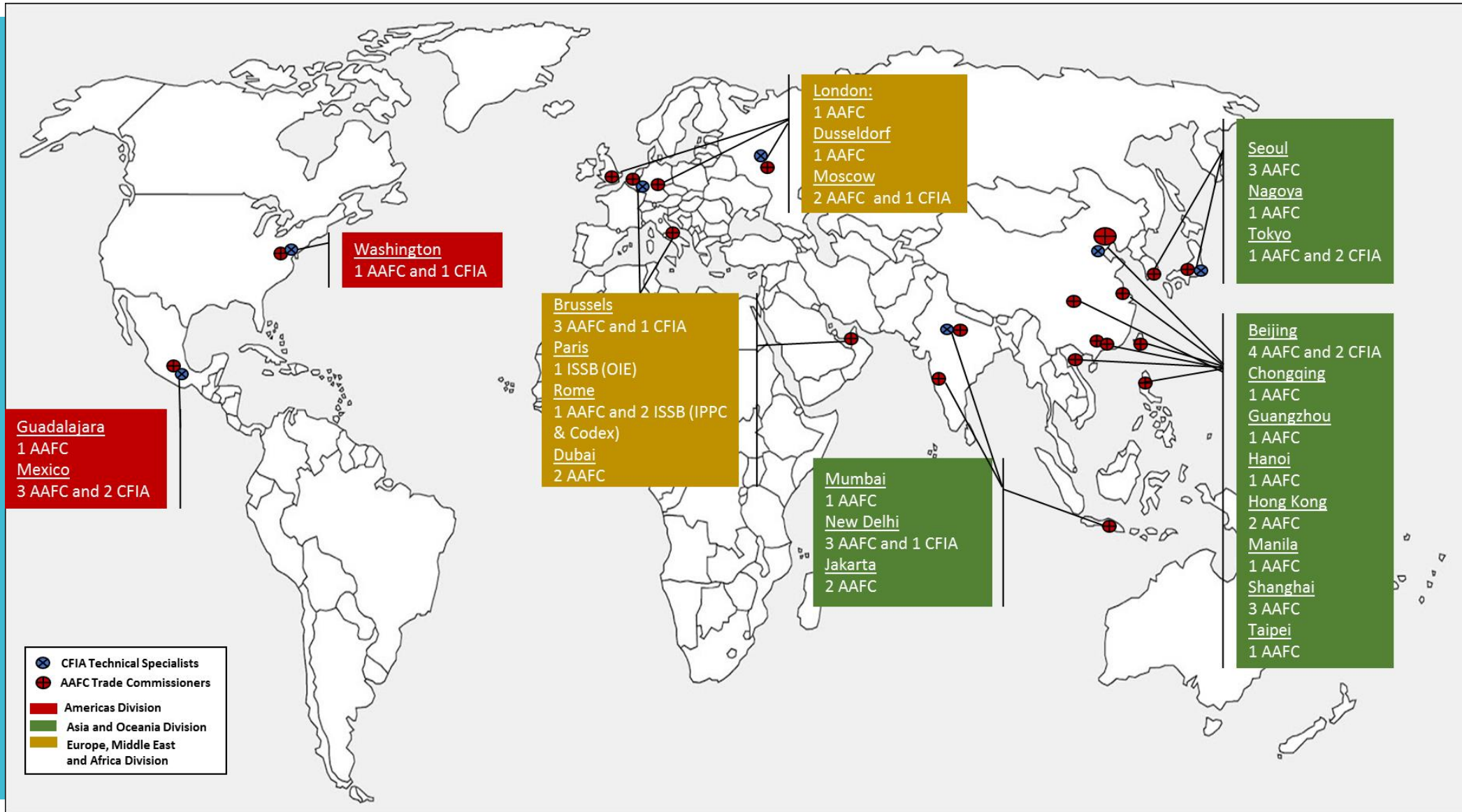
Implementation	Recent Opportunities	Ongoing FTA Negotiations	Exploratory Discussions
CUSMA	CETA CPTPP	Mercosur Pacific Alliance	ASEAN

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



CFIA-AAFC Alignment

- 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

