

CANADA

Let us handle the introductions
Laissez-nous faire les présentations
Insert your own language



The Canadian Trade Commissioner Service
Le Service des délégués commerciaux du Canada
Insert your own language



From Peaches to Beaches, and a Booming
Film Industry,
the Southeast Welcomes y'all
With a Big Dose of
Southern Hospitality.



Government of Canada
Trade Commissioner Service

Gouvernement du Canada
Service des délégués commerciaux

Canada

Georgia on My Mind

- Georgia's largest industry is **agribusiness** with over 42,500 farmers
- Top agricultural commodities: broilers, peanuts, pecans, chicken eggs, onions
- Processing operations - **poultry is #1** – Georgia is the Poultry Capital of the World, then bakery, beverage, and sugar & confectionery
- Georgia is home of 1/2 of the nation's top 100 **Food processing companies**
- Food distribution centers take advantage of Georgia's location
- **80 percent** of U.S. consumer markets is located within a two-day drive time of Atlanta
- **18 Fortune 500 companies** headquarters in Atlanta & 30 Fortune 1000
- Major investment from Canada (F&B): **Pure Flavors** and the **Earthrest Farms** both from Ontario



780

Food processing companies
in Georgia



18

Georgia companies
in FORTUNE 500

30

Georgia companies
in FORTUNE 1000

Florida – the Sunshine State



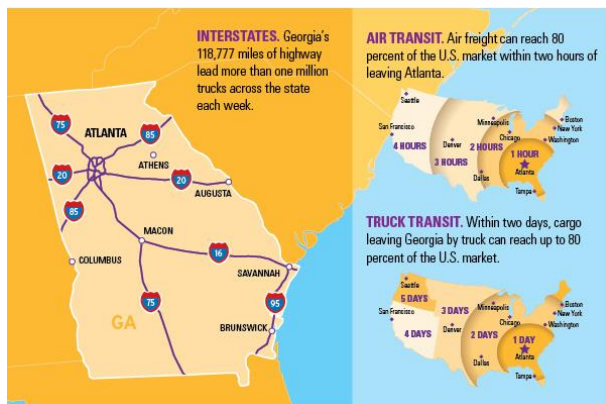
- **Economic Superstate** - home to 21+ million residents
- **Top crop growers** of grapefruit, citrus, sugarcane, strawberries, bell peppers, fresh market tomatoes, snap beans, squash and sweet corn.
- The state is #2 in the U.S. for production of greenhouse and nursery products.
- Major player in livestock production – rank #10 for beef cows & #18 for cattle.
- The **seafood industry** is an indispensable cornerstone of the state's economy.
- 1,197 miles of coastline, 4,424 square miles in total water area, and over 80 species of fish.
- Florida is the top travel destination in the world with **126.1 million visitors**
- Major investment from Canada (F&B): **JEFO, Village Farms International, Ice River Spring Water Co., Alta Genetic Inc., The Oppenheimer Group, Alimentation Couche-Tard.**



International Trade

Georgia: Super Hub of the Southeast with a substantial transportation, distribution and logistics industry focused on international trade.

Georgia imports \$4.6 billion in goods from Canada. Canada sells more to Georgia than it sells to South Korea.



Canada remains Florida's #1 global economic partner & the 2nd largest investor in the State. Major gateway for merchandise trade. Exportations from Canada to Florida valued at about \$5 billion annually.

Florida's Top Global Partners



- Geographic proximity – Florida's & Georgia's #1 export market,
- Workforce talent, Global access & logistics, Competitive Incentives,
- Duty free trade on most products under USMCA,
- Similar tastes and trends,
- The South is in season when Canada is not.

Principal Distribution in the South



Global Specialty Foods, Inc.
Specializing in Natural and Organic Food



MARKY'S
SINCE 1983



Orrell's FOOD SERVICE



Grocery Stores on the East Coast



Winn✓Dixie



Opportunities in the South

Food Processing

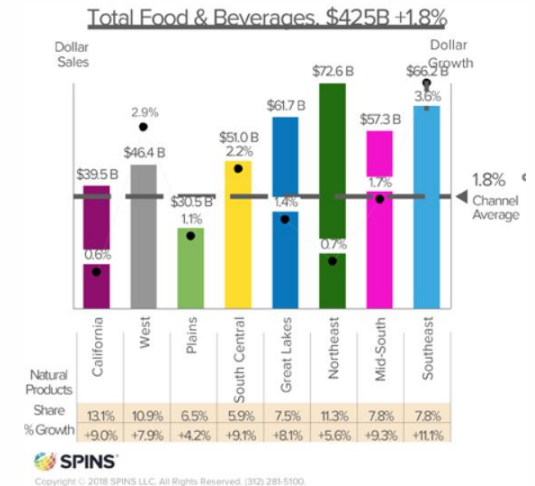
Demand for food products will increase significantly the food processor industry in GA => Ingredients

Foodservice

FL with 41,300 eating and drinking places in 2018
 126.98 million visitors in FL and spent more than \$88 billion
 Miami stays the 2nd largest international retail market
 75 million visitors in Orlando in 2018
 Cruise line industry – 11 million cruise passengers in FL and spent onshore just over \$1 billion

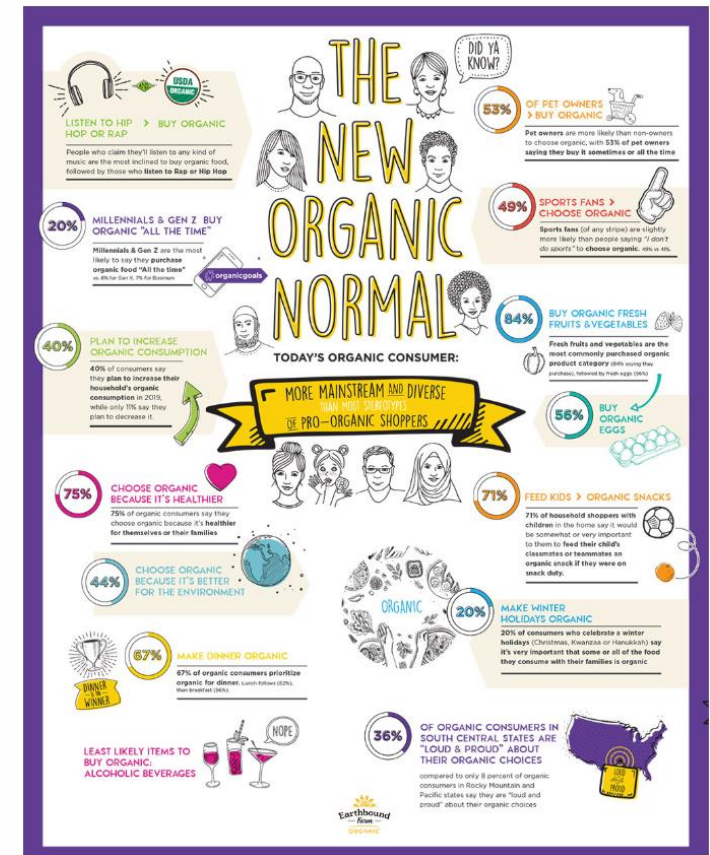
Natural & Organic F&B

The fastest growth rate among all the regions w/ 11.1% (FL, GA, SC, AL, MS)
 Grocery chains: Walmart, Costco, Kroger, Target and Aldi
 Flexitarians: New growing segment



U.S. Organic Sales Break Through \$50 billion Mark in 2018

- Organic products: **sales rose 6.3%** to \$52.5 billion in 2018.
- 5.7% of food** sold are **organic** = no longer a niche market.
- Fruits & Vegetables: 36.3% of all organic sales & totaled \$17.4 B
- Popular organic fresh products items : carrots, greens, apples, bananas
 - + increase sales growth: berries, avocados, Brussel sprouts & cauliflower
 - + organic frozen, canned, & dried vegetables & fruits products
- 2nd largest organic cat.: **dairy & eggs** but slower growth of 0.8%
- Turning to **organic dairy** for products free of antibiotics, synthetic hormones and chemicals
- Applies also to **non-food products**: napkins, food for pets, lotions
- Outlook for organic products: **Innovation & Activism**



A New Wave of Organic Consumers

Today's Millennial: Tomorrow's Organic Parent

- **Quality value** 80% of millennials are willing to pay more for quality products.
- **Transparency** – More information on purchasing decisions: where the food is coming from and how it is sourced.
- **Food labelling and ingredients** – Read label, concerned about food additives & growth hormones.
- Overall – 7 in 10 millennials spent more money on food than on travel in 2018.

Millennials parents are now the biggest group of organic buyers in the US & digital technology is an integral part of the millennials daily life.

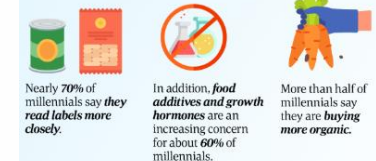
- More millennials **shop for groceries online** than older parents.
- Attitudes regarding online grocery shopping point to a **bright future for organic**.
- **20% of shoppers** like the quality of organic products purchased online.
- Millennials use digital sources of information to learn about new products.
- **37% of millennials** parents using online grocery shopping **buy more meal kits**.



More than **65%** of millennials say **transparency in food sourcing is important**, especially for meat and seafood.



Compared to five years ago:



Almost **70%** of millennials spend more on **food than travel**.



Few Events Coming Up



Education & Events
September 23-26, 2020

Trade Show:

Hemp Pavilion: September 23-25, 2020

Main Hall: September 24-26, 2020

New Location! Pennsylvania Convention Center
Philadelphia, PA, USA



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For more information
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