

RESEARCH CHEFS IN CANADA

News file

Keep an food tracking. In the kitchen, research chefs are often the first to notice when a new ingredient or product is trending. They are also the ones who are most likely to be asked to develop a new recipe for a product. Research chefs are also the ones who are most likely to be asked to develop a new recipe for a product. Research chefs are also the ones who are most likely to be asked to develop a new recipe for a product.

16 **Price is right.** Or is it? The price of many ingredients has risen significantly in the past few years. This is due to a variety of factors, including increased demand, supply chain issues, and inflation. Research chefs are often the first to notice when a new ingredient or product is trending. They are also the ones who are most likely to be asked to develop a new recipe for a product.

17 **Food safety.** Research chefs are often the first to notice when a new ingredient or product is trending. They are also the ones who are most likely to be asked to develop a new recipe for a product. Research chefs are also the ones who are most likely to be asked to develop a new recipe for a product.

CULINARY TRENDS

Food & beverage trends to look for IN 2017 & BEYOND

Turmeric. This spice has been trending for some time now, and it's expected to continue to be a popular ingredient in 2017 and beyond. Research chefs are often the first to notice when a new ingredient or product is trending. They are also the ones who are most likely to be asked to develop a new recipe for a product.

Edible helium. This is a new trend that is expected to continue to be a popular ingredient in 2017 and beyond. Research chefs are often the first to notice when a new ingredient or product is trending. They are also the ones who are most likely to be asked to develop a new recipe for a product.

3-D food printing. This is a new trend that is expected to continue to be a popular ingredient in 2017 and beyond. Research chefs are often the first to notice when a new ingredient or product is trending. They are also the ones who are most likely to be asked to develop a new recipe for a product.

Plant-based products. This is a new trend that is expected to continue to be a popular ingredient in 2017 and beyond. Research chefs are often the first to notice when a new ingredient or product is trending. They are also the ones who are most likely to be asked to develop a new recipe for a product.

Accent Alimentaire sur le Québec

Food in Canada's quarterly French-language supplement, *Accent Alimentaire sur le Québec*, reaches deep into the Quebec market to provide meaningful editorial coverage unique to the province's processors. Take advantage of this French-language communications vehicle to reach the second-largest food and beverage sector in Canada.

MAI 2017 ACCENT ALIMENTAIRE sur le Québec

NOUVELLES

Qu'est-ce que le sucre est-ce que ça fait? Le sucre est un ingrédient essentiel dans de nombreux produits alimentaires. Cependant, il est souvent associé à des problèmes de santé. Les consommateurs sont de plus en plus conscients de leur consommation de sucre et cherchent à réduire leur apport.

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PROFIL D'ENTREPRISE

Un fabricant de pâtes franchit le cap des 150 ans

Catelli Foods se joint aux célébrations du Canada

FAH MARK CARDWELL

Le fabricant de pâtes Catelli Foods célèbre son 150^e anniversaire. Cette entreprise a été fondée en 1867 et est aujourd'hui l'un des plus grands producteurs de pâtes au Canada. Elle propose une large gamme de produits, allant des pâtes classiques aux pâtes plus saines et plus savantes.

PROFIL D'ENTREPRISE

Le goût sucré du succès

Sucro-Bloc célèbre la première qualité de sucrose de sirop d'érable de cette année

FAH MARK CARDWELL

Sucro-Bloc célèbre la première qualité de sucrose de sirop d'érable de cette année. Cette entreprise est spécialisée dans la production de sirop d'érable de haute qualité. Elle propose une large gamme de produits, allant du sirop d'érable pur aux produits à base de sirop d'érable.

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Research Chefs in Canada

This distinctive quarterly supplement highlights the work of the research chefs and product development professionals who help shape consumer trends, develop R&D formulations, improve ingredient applications and create new products. (Please see print rate card for advertising prices)



Top 100 (September issue)

Canadian Food & Beverage Processors

Canadian food and beverage processors are ranked in the Top 100 according to their sales figures. The list includes information from Dun & Bradstreet Inc., from the companies themselves and from annual reports.

Ad Rates

	1x	2x	4x
Full Page	1,765	1,660	1,555
2/3	1,505	1,400	1,295
1/2 island	1,320	1,245	1,140
1/2	1,350	1,035	935
1/3	935	880	830
1/4	830	750	725

Food in Canada is the most cost-efficient marketing and advertising choice for reaching the \$104 billion per year Canadian food and beverage processing industry.

Food in Canada Buyers' Guide & Directory (October issue)

Food in Canada's Annual Buyers' Guide & Directory is the most complete, up-to-date national directory of suppliers to the Canadian food and beverage processing industry available. Readers keep and refer to this issue all year!

**THE ONLY NATIONAL CANADIAN
DIRECTORY OF FOOD INDUSTRY SUPPLIERS**



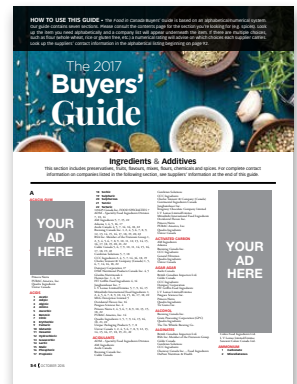
With pass-along readership of **3.8 readers** per copy, your advertising message will reach more than **37,886** key industry personnel.

Box advertising opportunity

Now in its 80th year, the Buyers' Guide is the most comprehensive directory of suppliers to the Canadian food and beverage manufacturing industry. As a quick and easy reference tool, *Food In Canada's* Buyers Guide is kept and referred to all year long. When you place a BOX AD in the 2019 Buyers' Guide you're making your company visible at just the right time — when buyers are looking for suppliers. MULTIPLE BOX ADS offer even better coverage as they appear next to the different product categories which you want to dominate.

Don't forget you can also get real time exposure with a logo and website live link on *Food in Canada's* Buyers' Guide directory online!

**Order your Directory Box Ads today
and keep selling throughout the year!**



DAIRY SECTOR sector snapshot

The dairy sector is comprised of three sub-sectors: raw cream and frozen dessert manufacturing, accounting for five per cent of shipments, fluid milk manufacturing, which accounts for 57 per cent, and industrial fluid milk, cream, cottage cheese, sour cream, etc., dairy substitutes and yogurt, and butter, cheese and dry curd. Canadian dairy production for 2018 per cent, including Cheddar, processed and unprocessed, and butter, as well as powdered, UHT, evaporated and condensed milk.

The dairy, egg and poultry sectors are controlled by supply management, which protects the domestic market from foreign competition. As a result, imports represent just five per cent of the domestic market overall, although imports hold a significant amount of the supply needed for higher value products. Through negotiations on imports, local dairy products maintain competitiveness in export markets. Imports accounted for just five per cent of dairy sector shipments in 2018 and imports climbed just five per cent of the domestic market.

The dairy sector had a great year in 2018, with the value of shipments up \$400 million (five per cent) over the prior year to \$27.7 billion. Imports and exports were unchanged at \$400 million and \$400 million respectively. A small, but important, increase in the domestic market also equated to \$400 million (five per cent) to \$1.6 billion. Imports and exports represent the value of both shipments and the domestic market increased by three per cent. This marked the three-year best overall real value added (GDP).

MERGERS & ACQUISITIONS

Coft Ltd. (a processor of milk and cheese), Ont. made three acquisitions in 2018 beginning with the purchase of a minority share in London, Ont.'s Mariposa Dairy Ltd., a successful goat cheese producer. At the same time, it acquired to Coft Ltd. and owned nothing appeared a division to expand open membership in dairy goat producers. In May it acquired acquired Milkmaid, Ont. based artisan cheese-maker Black River Cheese, best known for its aged Cheddar. In October it acquired leading Canadian Ltd. of Sarnia, Ont., known for a range of artisanal rolled natural and European Butters.

In November, Canada's largest dairy, Agropur Cooperative of Langford, Ont., a producer of cheese, yogurt, milk and cream, acquired Triun, N.S.-based Southern Ice Cream Company. Southern had a presence in the Quebec ice cream market via its September 2015 acquisition of Lachance-Bond Ice Creamery Ltd.

In July, Danone acquired WhiteWave Foods of Boulder, Colo., a global leader in innovative organic dairy and plant-based alternatives to milk, and yogurt. Danone of Paris invested \$16 million in a new 40,000-sq-ft plant in Chongqing, China, in the first half of 2018 to increase production capacity and efficiency for its quality cheese under its Bell Curve and Liberty Leap brands. Agropur opened its new 1000-million, 90,000-sq-ft head office complex in June 2018, which includes a laboratory, distribution centre, and a 100,000-sq-ft retail store.

Gay Lea Corporation Ltd. of Mississauga, Ont. successfully plans to file its 2018 financial results in 2018 and to upgrade a subsidiary in Toronto.

OPENINGS & CLOSINGS

Sageau Inc. announced a year ago that it would restructure its Canadian division to improve operational efficiency. Facilities in Soreby, N.S., Princeton, Ont., and Ottawa would be closed in June 2018, August 2018 and December 2017, respectively.

Quality Cheese Inc., of Woodbridge, Ont. invested \$16 million in a new 40,000-sq-ft plant in Chongqing, China, in the first half of 2018 to increase production capacity and efficiency for its quality cheese under its Bell Curve and Liberty Leap brands. Agropur opened its new 1000-million, 90,000-sq-ft head office complex in June 2018, which includes a laboratory, distribution centre, and a 100,000-sq-ft retail store.

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Dairy Product Manufacturing	2017	2018	2017	2018
Shipments	\$ million	\$ million	% chg	% chg
CONSUMER	21,700	22,100	1%	2%
INDUSTRIAL	1,300	1,300	0%	0%
EXPORTS	400	400	0%	0%
IMPORTS	1,000	1,000	0%	0%
TOTAL	24,400	24,800	1%	2%

Canadian Food Industry Report

A sector-by-sector snapshot of food and beverage processing and manufacturing industry performance and innovation. Read about important industry issues and trends, with emphasis on a well-researched quantitative and qualitative outlook.

The only resource of its kind in Canada!

PETFOODⁱⁿCANADA

A supplement of Food in Canada magazine

The *only* national supplement in Canada directed to pet food producers.

If you supply ingredients or equipment to the pet food industry, you can't afford to miss being part of this important source of information for the Canadian market.

**PUBLISHED IN
JUNE & NOVEMBER 2018**

JUNE Advertising Space
Reservation Deadline – **May 4**
Advertising Material – **May 11**

NOV. Advertising Space
Reservation Deadline – **Oct 5**
Advertising Material – **Oct 12**

2018 Supplement Rates

Ad Size	1x	2x
Full Page	3,055	2,850
2/3	2,650	2,440
1/2 island	2,440	2,240
1/2	2,140	1,930
1/3	1,830	1,630
1/4	1,630	1,420



SPECIAL Product

100% CASL Compliant



What is foodTV?

foodTV is a video eblast deployment, hosting and archiving service provided by *Food in Canada* magazine.

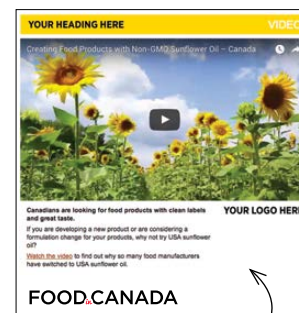
Use foodTV to:

- > Introduce new products
- > Exhibit equipment in action
- > Demonstrate product application
- > Promote customer testimonials
- > As an educational and informational communications tool

We will deploy your video as a customized newsletter (eblast) to our 10,000+ online subscribers (or select specific industry demographics). The URL link on the customized newsletter will take visitors to foodincanada.com, where your video will be archived by industry category indefinitely. We will also provide full newsletter and web analytics – open and click-through rates along with web impressions and unique visitor counts.

✦ We will provide contact information of anyone clicking on the customized newsletter link or the video.

Don't have a video? We can provide turn-key creative and production services.



Example

FOR MORE INFORMATION or to ADVERTISE, VISIT OUR WEBSITE www.foodincanada.com/advertise or contact Jim Petsis (416) 510-6775 jpetsis@foodincanada.com | Daniela Piccone (416) 510-6773 dpiccone@foodincanada.com