

# Ontario Creating New Guide to Help Companies Increase Exports

## Made-in-Ontario Guide Will Clarify International Export Processes

(From the Ontario Ministry of Agriculture, Food and Rural Affairs)

TORONTO, April 24, 2015 — Ontario will help agri-food businesses successfully expand into international markets and improve their readiness to do business internationally by developing a Food Export Roadmap — a reference guide about exporting products to foreign markets.

As recommended by the [Canadian Agri-Food Policy Institute](#), and with input from industry, the province will develop a new Food Export Roadmap that will:

- Provide practical step-by-step advice on exporting products to markets outside Canada.
- Clarify international import and export regulations.
- Showcase success stories of companies that have exported their products.

The Roadmap will be available in late 2015 and will include insights gained from the Minister-led 2015 Agri-Food Trade Mission to China. The Chinese market is growing rapidly and is currently Ontario's second largest agri-food export market.

The 2015 Agri-Food Trade Mission to China is helping to fulfill the [Premier's Agri-Food Growth Challenge](#), which calls on the sector to double its rate of growth and create 120,000 new jobs by 2020.

Helping Ontario's agri-food businesses compete globally is part of the government's economic plan for Ontario. The four-part plan is building Ontario up by investing in people's talents and skills, building new public infrastructure like roads and transit, creating a dynamic, supportive environment where business thrives and building a secure savings plan so everyone can afford to retire.

## QUOTES

" Our government is committed to helping agri-food businesses expand into international markets. Companies interested in exporting need a wide range of information to help them make sound business decisions. The Food Export Roadmap will bring together a variety of resources and services to help Ontario companies succeed in the very competitive and lucrative Chinese market."

- Jeff Leal

Minister of Agriculture, Food and Rural Affairs

" Ontario's economic success is the direct result of our strategic partnerships in emerging markets. The development of trade relationships helps Ontario's agri-food sector grow domestically, and helps Ontario businesses successfully compete globally. The world is

becoming smaller and that means we must work together with businesses here and abroad to create jobs for Ontario families."

- Michael Chan

Minister of Citizenship, Immigration and International Trade

" Chinese grocery retailers are looking to sell more Canadian foods and beverages to their customers. But we know that our exporters can struggle with navigating China's complex import practices and regulations. A practical guide that showcases successes and offers step-by-step advice here is needed, very timely and could mean the difference to developing a much-needed export market or not."

- Ted Bilyea

Chair of the Canadian Agri-Food Policy Institute

## QUICK FACTS

- The Chinese market is growing rapidly and is currently Ontario's second largest agri-food export market. In 2014, Ontario's total agri-food sales to China, including exports to Hong Kong, reached \$832 million.
- Ontario Food Exports staff from the Ontario Ministry of Agriculture, Food and Rural Affairs can help Ontario companies assess their export readiness and provide a wide-variety of resources to help those businesses prepare to enter foreign markets.
- The Ministry of Citizenship, Immigration and International Trade has market advisors in Beijing, Shanghai and [Chongqing](#) which promote Ontario products and companies. The market advisors also provide on-the-ground information and contacts to Ontario companies.
- Agri-Food [In-Market Trade Advisors](#) provide strategic advice and guidance to help Ontario agri-food businesses expand into export markets. In-Market Advisors are typically seasoned food industry professionals who have successfully developed contacts and deep relationships in target markets.

## LEARN MORE

- [Ontario's Going Global Trade Strategy](#)
- [Competing in the World's No.1 Emerging Market \(CAPI Report\)](#)
- [ontario.ca/agriculture-news](http://ontario.ca/agriculture-news)

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