



Processing Canada's Food and Beverage Sector in 2025

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- Rule Britannia! Canadian Trade Across the Pond
- Membership Matters

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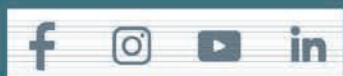
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Susan Powell, President
Canadian Food
Exporters Association

“Every lesson I learned as a kid was at the dinner table. Being Greek, Sicilian and Ruthenian – we are an emotional bunch. It is where we laughed, cried, and yelled – but most importantly, where we bonded and connected.”

– Michael Symon, American chef and restaurateur

The dinner table is so much more than a simple piece of furniture; it’s a safe haven during times of tribulation and a place of fond memories of conversations shared. The kitchen table is a comforting sanctuary, where the act of breaking bread with family and friends can provide a much-needed break from the chaos outside and give us a greater sense of stability, familiarity, and togetherness.

In times such as these, when the world seems to be at odds with itself, we need the dinner table more than ever – laden with the food and beverages brought to you by the members of the Canadian Food Exporters Association (CFEA).

For nearly 30 years, the CFEA has worked to raise the international profile of Canadian food, beverage, and ingredient products and increase the number of small to medium-sized food and beverage processors and manufacturers exporting across the globe, thereby growing the profitable export sales of Canadian food and beverage products. The stories found in the pages of *Export Savvy* help CFEA in its mission by showcasing the strength of the Canadian food and food export sector, highlighting opportunities in a variety of global markets, and covering the issues and challenges discussed around dinner tables in kitchens across Canada.

To help set that table, turn to page 6 in this issue of *Export Savvy* to check out some of the recipes from our members across the Canadian food and beverage sector.

Our members play a key role in transforming agricultural commodities

In times such as these, when the world seems to be at odds with itself, we need the dinner table more than ever – laden with the food and beverages brought to you by the members of the Canadian Food Exporters Association.

into food, feed, and non-food products that are sold in Canada and around the world. Check out page 9 to learn more about this important sector from members who live it and hear about both the challenges and opportunities experienced by Canadian processed food exporters.

Rule Britannia! As part of the British Commonwealth, Canada and the United Kingdom (England, Wales, Scotland, and Northern Ireland) enjoy a strong trading relationship thanks to the many historical and cultural bonds we share. But after Brexit, what does that relationship look like? Turn to page 11 to learn more about how our relationship across the pond is evolving, as well as how the old country might still be the land of new opportunities.

Membership with CFEA definitely has its benefits. Turn to page 13 to hear from members what the association is doing on their behalf to give them every advantage available to remain on top of an ever-competitive global market.

The world today can seem a scary place and – at times – many of the hurdles we face can feel overwhelming. Just know that when things seem out of control, you can always find solace at your dinner table and the myriad of challenges impacting our lives can feel smaller, if only for a little while. So, feel free to pull up a chair and rest assured that a CFEA member will be there to provide the foods, beverages, and ingredients that help make being together so special.

Cheers! 🇨🇦

Culinary delights

Foodies rejoice! Ready your kitchens, collect your fellow connoisseurs, and prepare to go gourmet with your next gathering.



Photo courtesy of Pillitteri Estates Winery.

Pork Belly Tacos

Recipe compliments of Pillitteri Estates Winery

INGREDIENTS

- 6 – 6" Flour tortilla
- 6 – 4 oz Portions of pork belly
- 6 Lime wedges
- 3 oz Balderson cheddar
- 2 oz Maple hot BBQ sauce

GARNISH

- Baby spinach
- Pickled red cabbage
- Chipotle sour cream
- Grilled corn
- Green onions

DIRECTIONS

On a barbecue grill braised pork belly while brushing on maple BBQ sauce. Quickly grill tortilla shell on BBQ to soften.

Prepare the tacos with the grilled pork belly, cheddar and garnishes, and pair with Pillitteri's Cabernet Franc.

Cheers!

Simple and Delicious Maple Pumpkin Pie made with Jakeman's Maple Syrup

Recipe compliments of Jakeman's Maple Products

Preparation Time: 15 minutes

Cooking Time: 1 hour

Serves: 8

INGREDIENTS

- 2 Eggs
- 1 tsp Cinnamon
- 7/8 cups Cold milk
- 1/2 tsp Ginger
- 1 1/2 cups Pumpkin cooked
- 1/2 tsp Nutmeg
- 1/2 tsp Salt
- 1/4 tsp Cloves
- 3/4 cup Jakeman's Maple Syrup

DIRECTIONS

Cut pumpkin in half, remove seeds and cook for 10 minutes covered in a microwave, or bake in a regular oven for approximately one hour / until tender. Remove pumpkin from skin.

In a blender add all ingredients, and blend until mixed. Pour mixed ingredients into an unbaked pie shell. Bake in shell at 400 degrees for one hour / until firm.

Serve with whipped maple cream. *Can be made as pumpkin tarts with unbaked tart shells.

To make whipped maple cream: Whip cream with 1 tbsp of Jakeman's Maple Syrup until stiff.

Note: Added cook time needed for pumpkin preparation.



Photo courtesy of Jakeman's Maple Products.



Photo courtesy of Nanak Foods.

Marinated Paneer Wraps

Recipe compliments of Nanak Foods

Preparation time: 20 minutes

Cooking time: 10 minutes

Serves: 4

INGREDIENTS

- For the Marinated Paneer
- ½ cup Nanak Dahi
- 1 clove Garlic grated
- ½ tsp Cumin powder
- ½ tsp Turmeric
- ½ tsp Karmiri lal mirch
- 1 tsp Dried fenugreek
- 1 block Nanak paneer, cut into cubes
- 2 tbsp Sunflower oil
- ½ tsp Chaat masala
- Green Chutney Aioli / Mayo
- 1 Jalapeno
- 1 clove Garlic
- 1/2 bunch cilantro
- Handful of mint
- ½ tsp Cumin powder
- Juice of 1 Lime
- 1 tbsp Olive oil
- 2 tbsp Mayo or vegan mayo
- Salt

TO ASSEMBLE

- 4 small Naan / paratha/ pita/ flatbread
- Quick Pickled Red onion
- Pomegranate
- Cabbage, shredded
- Mint and Cilantro

DIRECTIONS

Start by preparing the Nanak Paneer. Combine Nanak Dahi, cumin, turmeric, kashmiri lal mirch, dried fenugreek, and garlic in a bowl. Add the paneer and let marinate for 10 minutes or overnight.

To make the green chutney aioli, blend jalapeno or green chili, garlic, juice of 1 lime, cilantro, mint, olive oil and salt to a chunky sauce. Pour it into a bowl and blend in the mayo/vegan mayo.

Heat a frying pan with sunflower oil over medium heat. Add the marinated paneer pieces and let it cook for about a minute or 2 on each side until the paneer is golden. Transfer to a bowl, sprinkle with chaat masala and toss. Cover with cling wrap to keep the paneer moist.




Photo courtesy of Al Sifa Foods Canada.

Halal Gyro Bowl

Recipe compliments of Al Sifa Foods Canada

INGREDIENTS

- InstaPot Yellow rice ingredients
- 1 1/2 cup Parboiled basmati rice
- 3 cups Water
- 2 Bay leaves
- 1/4 tsp Turmeric
- 1 1/2 tsp Chicken bouillon powder
- 1/2 tsp Allspice
- 3 tbs Oil

DIRECTIONS

Turn instant pot turn on the sauté feature. Mix together the oil and rice, then add in the seasonings, mixing well before adding in the water.

Turn off the sauté feature, close the lid, and press the rice button for 12 minutes – high pressure.

Quick release and enjoy!

INGREDIENTS

- 1/2 cup Sour cream
- 1/4 cup Mayo
- 1/4 cup Finley chopped cucumber
- 1/4 cup Chopped fresh dill
- 1 Clove garlic
- 1 tsp Salt

DIRECTIONS

In a food processor, puree the cucumber with the garlic, add in the salt, sour cream, and mayo and mix together – add in the dill and pulse a few times together. Place in a glass jar and refrigerate a few hours before using.

Assemble your gyro bowl with ingredients of your choice. This recipe includes cherry tomatoes, grilled roti / naan, sliced cucumbers, kalamata olives, feta cheese, pickled onions, and arugula. Enjoy!

Savoury Italian French Toast

Recipe compliments of Three Farmers Foods

INGREDIENTS

- 8 Slices of Day-old bread
- 4 Slices of Mozzarella cheese
- 8 Slices of Prosciutto
- 1 Tomato, sliced
- 3 Eggs
- ½ cup Milk
- 2 tbsp Basil pesto
- 1 tsp Salt
- 1 tsp Pepper
- ½ cup Grated parmesan cheese
- ¾ cup Three Farmers, Garlic & Herb Crunchy Little Lentils

DIRECTIONS

In a 9x12 baking dish, lay four slices of bread side by side. Add a slice of mozzarella cheese and prosciutto to each slice of bread and top with the remaining slices of bread.

In a medium sized bowl, add the eggs, milk, pesto, salt and pepper, and mix well. Pour the egg mixture over top of the sandwiches, cover and place in the fridge for a half hour.



Photo courtesy of Three Farmers Foods.

Pre-heat the oven to 350F.

Sprinkle half a tbsp of Three Farmers, Garlic and Herb Crunchy Little Lentils inside each sandwich along with a slice of tomato and top with sandwiches with grated parmesan cheese. Bake for 25 minutes or until golden brown and the cheese is melted.

Remove from oven and lightly sprinkle a small handful of Crunchy Little Lentils atop of the sandwiches and serve.



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Processing Canada's Food and Beverage Sector in 2025



For all the talk in the news about lumber, energy, and the automotive sector, Canadians can be forgiven for believing that these industries are the true economic drivers of Canada.

But what if you were told that one of the key metrics used to determine Canada's economic health is based on something you can find on the shelves of grocery stores around the world?

BREAKING DOWN THE NUMBERS

According to the most recent data from the federal government, it's

actually the Canadian food and beverage processing industry that is the largest manufacturing industry in the country in terms of value of production, with sales of goods manufactured worth \$156.5 billion. This is also an industry that accounts for 18.2 per cent of total manufacturing sales, as well as for nearly 2 per cent of the national Gross Domestic Product (GDP).

The processed food and beverage industry is – by far – the largest buyer of Canadian agricultural production and the majority (70 per cent) of all processed products made here in Canada are for the domestic consumer. In terms of exports,

in 2024, Canadian exports totalled nearly \$59 billion, an increase of approximately \$2.5 billion over 2023. Nearly 90 per cent of these exports end up in three major global marketplaces: the United States (\$62.1 billion), China (\$9.7 billion), and Japan (\$4.9 billion).

The largest cross section of the Canadian food and beverage processing industry is meat product manufacturing, followed by grain and oilseed milling and dairy product manufacturing. Other sectors within the whole include other food manufacturing, bakeries and tortilla manufacturing, beverage manufacturing, animal food manufacturing,



Supplying quality dry mustard products to the most notable names in the global food market since 1867, G.S. Dunn knows firsthand the valuable role mustard has played throughout culinary history.

fruit and vegetable preserving, specialty food manufacturing, seafood product preparation and packaging, and sugar and confectionery product manufacturing.

At last count, there are approximately 8,500 food and beverage processing businesses located from coast to coast across the country. This helps to make Canada's processed food and beverage sector the country's largest manufacturing employer, providing good paying jobs for more than 300,000 Canadians. Of these businesses, most (92 per cent) are considered small – with less than 100 employees – while approximately 8 per cent have between 100 and 500 employees and less than 1 per cent of establishments have more than 500 employees.

Even though food processing is a significant contributor to the economies of all provinces, Ontario and Quebec account for most of the production with approximately 60 per cent of sales, British Columbia and Alberta account for another 24 per cent, and the remaining 16 per cent is spread across all other provinces.

THE FUTURE OF CUTTING THE MUSTARD: G.S. DUNN LTD.

Founded in 1867 (the same year that Canada became a country), G.S. Dunn Ltd. is the world's largest dry mustard miller; the company distributes to more than 100 countries across six continents. G.S. Dunn Ltd. customers are large, medium, and small food manufacturers that produce many food

products, from sauces and salad dressing to prepared mustard to meats.

"Our products are used as a 100 per cent, plant-based functional ingredient that are found in many sectors of the food industry – for example as an emulsifier in mayonnaise or as a water binder in meat products like hot dogs," says Luis Rivas, V.P. Sales & Marketing at G.S. Dunn.

The Canadian processed food and beverage sector is constantly evolving and – with more than 158 years of doing business – G.S. Dunn has seen it all. One of the more current trends has been the growing demand for food products that are healthier or offer specific health benefits. Consumers are increasingly seeking out options that support their well-being, which has led to an increase in food transparency, improved labelling, and sustainable packaging, as well as a greater understanding of the importance of choosing healthy ingredients.

"Our consumers are increasingly looking for healthier products in their diet as a way to remove additives and chemicals from their foods, and this is where mustard plays an important role as a natural replacement and to address their concerns," says Rivas. "We are also seeing opportunities to do business in markets like India, as well as additional growth opportunities in Asia and Europe as we continue to promote the use of mustard as a natural ingredient."

CANADA SERVES THE WORLD

For nearly 30 years, WFExports Inc. has been a vital link in the global supply chain – connecting buyers to sellers

and ensuring that Canadian processed food and beverage products are enjoyed across Canada and around the world.

Working mostly with grocery stores, the company exports from both western and eastern Canada and ships and consolidates all products, including chilled, frozen, and ambient products. WFExports specializes in consolidation from different suppliers. The company sources, procures, and consolidates products and shipments, and then combines those to make shipping more efficient and reduce freight costs for its clients.

"We also help with the marketing to promote Canadian food and the benefits of having Canadian supplies in foreign markets. We have had over 5,000 shipments across more than 800 SKUs, so we're quite experienced in supply chain logistics – from sourcing to offering sales service," says WFExports Managing Principal, Alice Infeld. "We also have representatives we work with in our key markets to provide local customer service, to meet with the consumer and talk to them in their own languages, as well as understand the local business culture."

As the 'lynchpin' between Canadian sellers and foreign buyers, WFExports has developed a unique perspective with which to gauge the health of the Canadian export market. The company sees that the upheaval caused by the COVID-19 pandemic is largely behind us; although that does not mean that there aren't still new challenges to overcome, and Canadians continue to navigate some uncertainty in the export market.

"The underlying demand is still there, however, and countries around the world remain interested in Canadian food because we've earned a good reputation for clean food and strong, safe processes – and that's an advantage for Canada," says Infeld. "Looking ahead, we see many opportunities – especially niche opportunities – that businesses can get into and then expand on them, such as in the areas of proteins, dairy proteins, and grocery items. You have to approach it so that you start small and then grow from there once you learn more about what the importing consumers actually like." 🇨🇦

Rule Britannia!



Canadian Trade Across the Pond

Canada and the United Kingdom of Great Britain and Northern Ireland (UK) have traditionally enjoyed mutually advantageous commercial relations, thanks in large part to a strong relationship built on historic ties and shared values.

As part of the Commonwealth, Canada and the UK share a sovereign and a political structure. The two countries fought alongside each other in two world wars and work closely together in many international organizations, such as NATO, the United Nations, and the G7.

The UK is also consistently one of Canada's largest export markets in Europe for agriculture, agri-food, and seafood products.

In 2024, the UK was Canada's second largest destination in Europe with

exports valued at \$955 million. The top exports from Canada are commodities such as corn, dried legumes (kidney and white pea beans, lentils, and chickpeas); bread and pastry; soybean oilcake; crustaceans (lobster and cold-water shrimp); and canned salmon. High-quality Canadian wheat, in particular, is also sought after as the UK cannot produce the same quality wheat due to the maritime climate and different growing conditions. Fish and seafood products, such as black cod and value-added lobster, are also in demand.

On the retail side, The UK has a well-developed private label market, which represents around 52 per cent

of total grocery spending. Some of the UK's most important retailers are looking at private label collaboration to differentiate their offerings, particularly for premium products.

The UK is also home to a number of key global media that are influential in the wine industry as well as high profile trade buyers. As such, the Canadian wine and spirits industries are keen to make connections to aid their broader export aspirations. Health and wellness products, such as free-from, fortified, natural, organic, and functional foods and drinks also tend to do well in the UK, as do gourmet / specialty and convenience foods, such as ready-to-eat or ready-to-cook products. High-quality premium pet-food products are also in demand.

"Canada is seen as a trustworthy partner, both by consumers as well as importers and distributors, with a stable

business environment and quality products,” says Emma Finn, Agri Food Trade Commissioner, High Commission of Canada in the United Kingdom. “As such, UK interests in healthy, high-quality, and innovative products are being well-met by Canadian exporters.”

THE IMPACT OF BREXIT

The UK is no longer part of the European Union (EU) due to Brexit, which was implemented on January 31, 2020. This separation from rest of Europe has resulted in companies less likely today to use the UK as a transport hub for exports from Canada to the EU. The UK has a separate trade agreement with the EU – the UK-EU Trade and Cooperation Agreement – which means that products exported from the EU to the UK – and vice versa – are subject to tariffs unless they meet stringent rules of origin requirements.

Because of Brexit, the UK was also untethered to the previously negotiated Canada-European Union Comprehensive Economic and Trade Agreement (CETA), which covers virtually all sectors and aspects of Canada-EU trade, which eliminate or reduce barriers.

The good news for Canadian exporters, however, is that the Canada-United Kingdom Trade Continuity Agreement (Canada-UK TCA) came into force on April 1, 2021.

“The TCA provides continuity, predictability, and stability to trade between Canada and the UK, and largely replicates the outcomes of CETA,” says Finn. “This includes the elimination of tariffs on 98 per cent of UK tariff lines for Canadian products.”

Since Brexit, the UK government has also proposed legislation related to precision breeding. This will enable gene edited crops to be grown in England and aligns the UK more closely to the approach Canada has taken, while the EU continues to debate its own approach. This is seen as a positive indication of the UK’s ability to make decisions based on sound science and ensure farmers and other producers are better able to navigate the challenges of climate change and continue to produce high-quality products.

On another front, the development and 2023 implementation of the new Border Target Operating Model, which is a new approach to security controls applying to all imports, has created some friction at the border that UK importers of foreign goods are having to navigate.

A COMPETITIVE AND CHALLENGING MARKET

The UK is a sophisticated and highly competitive market. This means that the strength of the domestic and European food manufacturing sector can often

make it difficult for Canadian exporters to compete, particularly on price.


“The UK’s farming sector is very protective of domestic agriculture, often expressing concerns that imported products could undermine local producers,” says Finn. “Tied to this, there has been misinformation in the local market with respect to the quality of imported agricultural products that can create negative impressions if left uncorrected.”

That said, the UK’s aging population continues to seek out new healthy and high-quality products. At the same time, the UK’s younger generation is inspired by travel, interested in trying new things, and has a growing focus on innovation and technology for their food purchasing models. What’s more, consumers of all ages place a high importance on sustainability. These are all areas where the Canada brand has a reputation for excellence.

CANADA BRAND

Launched in 2023, the Canada Brand Program is an initiative by Agriculture and Agri-Food Canada designed to promote Canadian agriculture, agri-food, and fish and seafood products in international markets. The program aims to support Canadian businesses by enhancing the reputation of Canadian food products globally through a cohesive brand identity and highlighting key sector attributes: quality, diversity, innovation, and sustainability.

“Canadian agriculture and agri-food products enjoy an excellent reputation internationally, and this updated brand will be a powerful tool for our Canadian agriculture and agri-food exporters in highly competitive markets,” said Canada’s former Minister of Agriculture and Agri-Food, Marie-Claude Bibeau at the program’s launch. “They are a powerful driver of our economy, and we will continue to help them unlock new markets and opportunities.”

If you are a Canadian company exporting agriculture, food, or seafood looking for a competitive advantage in a saturated global marketplace, become a Canada Brand member and enjoy free access to a suite of marketing tools tailored for today’s business environment. 



100% Compostable Paper Bag For Kitchen Organic Waste (Food Waste Bags)

Hytrend Investments Group, a retail grocery product supplier located in Vancouver. We invest in household composting & recycling supplies. We’ve built ten automatic production lines with a total investment of \$12M CAD in our factory.

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Membership *Matters*



▲ Kisko produces one of Canada's most iconic summer treats – Mr. Freeze – a brand that is growing in popularity across North America.

◀ G.S. Dunn supplies quality dry mustard products to the most notable names in the global food market, thanks – in part – to the efforts of CFEA. Photo courtesy of G.S. Dunn.

Founded in 1996 by Susan Powell, with the support of 14 food and beverage companies, the Canadian Food Exporters Association (CFEA) is a voluntary, non-profit industry association dedicated to supporting companies in the Canadian food, beverage, and ingredient sector with their export efforts. Their mission is to increase the profitable export sales for these companies, as well as raise the international profile of Canadian food and beverage products.

The association provides a variety of services, such as marketing, regulatory support, and funding assistance. Additionally, it facilitates meetings with key export contacts, including retail and foodservice buyers, brokers, distributors, and importers through its in-market programs.

Here are comments from members about the benefits they have experienced with a CFEA membership.

G.S. DUNN

As the world's largest dry mustard miller, distributing to over 60 countries across six continents, G.S. Dunn deeply appreciates its membership with the CFEA. The company recognizes the association as an important advocate for the issues impacting the processed food and beverage industry, as notes that CFEA is valuable resource

for networking and ensuring the world knows about Canadian exports.

"CFEA offers its timely information on market and other activities, which has been a boon for our business," says G.S. Dunn V.P. Sales & Marketing, Luis Rivas. "But more than that, CFEA membership has allowed us to participate in very important trade shows – like Fi Europe – at a fraction of the real cost, which has provided us entry into many markets found in Europe and Africa."

KISKO

Kisko was founded in Kingston, Jamaica, by the Josephs family in 1968; they moved to Canada in 1974. In the more than 50 years since, Kisko has grown to become the largest freeze pop manufacturer in Canada and has strived to produce the best

quality freeze pops in the North American marketplace.

Whether it is recovering from COVID-19 and overcoming supply chain issues, dealing with sky-high inflation, or concerns about U.S. tariffs, Kisko appreciates the work of CFEA behind the scenes, helping members navigate through these challenging times by providing greater exposure to the global market through its annual trade missions.

"I've been a CFEA member for a long time and membership has been huge for us," says former Kisko President, Mark Josephs. Josephs retired from Kisko in 2024 but still works with the company in an advisory role. "CFEA provides federal funding that allows us to cover some of our trade show costs, which is really helpful. We know that when we attend a trade show as part of a Canadian pavilion, we don't have to worry about shipping all of our trade show booth displays and everything – we just show up with our samples. CFEA really makes the whole process easier."

PELMEN FOODS / HOLY PEROGY!

Pelmen Foods has been serving perogies and pelmeni – the most

authentic Eastern European delicacy – for almost 25 years, to customers all across Canada, and has been recently growing its brand in the United States. Five years ago, Pelmen Foods President Tony Rabinovitch opened his Toronto restaurant, Holy Perogy!, giving him the chance to showcase the humble perogy as an elevated meal option – and the Holy Perogy! brand was born.

Rabinovitch greatly values the networking opportunities provided by CFEA, especially when it comes to the trade missions the association facilitates for its members. He says, “The trade shows have been a huge advantage for us, and we try to do at least one or two every year. Right now, business is in a bit of a holding pattern as we wait to see what happens south of the border, but those shows have been great for promoting our product and getting the Holy Perogy! brand out there.”

SUMMER FRESH

Susan Niczowski founded her family-owned company, Summer Fresh, in 1991 to fill a void in the

marketplace for fresh, prepared salads with no additives or preservatives. Falling back on her degrees in mathematics and chemistry to come up with a new technology to naturally preserve vegetables, she went to the kitchen to come up with a line of fresh, prepared salads and natural dips that are now sold in the deli counters of grocery stores in Canada and the United States.

Niczowski has been a member of CFEA since the inception of her company. She appreciates the efforts of the association on behalf of her industry and sees membership as being tremendously beneficial for the Summer Fresh brand.

“Susan and CFEA have been a wealth of information for us, for example, the weekly CFEA newsletter has been great at allowing us to see what’s going on in the world when it comes to food – what’s out there, what’s hot, and what’s not,” says Niczowski. “We are primarily focused on growing the Summer Fresh brand across North America, and the trade missions that she puts together have been extremely advantageous – not

just for us but for all Canadian manufacturers in this business.”

WFEXPORTS INC.

WFExports (Western Food Exports) has grown its business over the years by participating in various Canadian food trade missions, as well as by maintaining relationships with the Canadian Trade Commission in the different countries where it operates and has trade mission access. Part of the company’s success in this area is because of the work done by CFEA.

“CFEA trade missions are a huge benefit for us because they give us greater access to trade commissioners and it’s held in an organized format where you can meet a lot of people in a short time to build strong relationships – that’s huge,” says WFExports Principal, Alice Infeld. “But the main value of CFEA comes from being part of a larger community of peers who understand exports and can provide you with guidance should you need it, as well as help you to stay current on topics that might be of interest to you and your business.” 🇨🇦

Upcoming Events

ASIA PACIFIC

May 19-21, 2025
SIAL Show, Shanghai, China

May 27-31, 2025
Thaifex, Bangkok, Thailand

June 25-28, 2025
Food Taipei, Taipei, Taiwan

August 6-9, 2025
Wofex, Manila, Philippines

September 8-11, 2025
Fine Food Australia, Sydney, Australia

March 2026
China Food and Drink Fair, Chengdu (Dates to be confirmed)

MIDDLE EAST

November 2025
Trade Mission to the Middle East (Countries and dates yet to be confirmed)

January 26-30, 2026
Gulfood Visitor Program, Dubai, UAE (Pending funding approval)

LATIN AMERICA

March 2026
ANTAD, Guadalajara, Mexico (Dates to be confirmed)

EUROPE

December 2-4, 2025
Fi Europe, Paris, France

February 1-4, 2026
ISM Show, Cologne, Germany

March 15-17, 2026
ProWein, Dusseldorf, Germany (Spirits program) (Dates to be confirmed)

March 23-26, 2026
Alimentaria, Barcelona, Spain

NORTH AMERICA

June 1-3, 2025
IDDBA Show, New Orleans, Louisiana

June 29 to July 1, 2025
Summer Fancy Food Show, New York City, New York

November 17-19, 2025
PLMA Show, Rosemont, Illinois

January 11-13, 2026
Winter FancyFaire (formerly Winter Fancy Food Show), San Diego, California



CHECK WWW.CFEA.COM FOR THE LATEST EVENT UPDATES.

CFEA Membership Benefits & Services



ADVERTISING

Members receive a free listing on the CFEA website, www.cfea.com, including a link to their website, plus a free listing in our published directory.

COMMUNICATION

Members receive communication weekly through the CFEA's e-newsletter, *Export Savvy*, and they're also privy to separate mail-outs of our program materials.

DISCOUNTS

Members receive a discount on a premium RangeMe account (exporter members only). They also receive discounts on shipping through Freightcom.

EXPORT DOCUMENTATION

The CFEA has an in-house notary service for your export documentation. Members also receive discounts on certificates of origin and other certifications through the Canadian Chamber of Commerce.

INFORMATION SHARING

At the CFEA, we provide a Central Information Clearinghouse for timely intelligence, global marketplace information, and export assistance. We also have access to key export contacts such as buyers, brokers, and distributors.

MARKET & TECHNICAL REGULATIONS

Our office is here to assist with market-specific searches to get you the information you need to adequately assess your market of interest. We also provide assistance – or direct you to assistance – to help ensure you're meeting technical regulations of all types in the various markets you want to serve.

PARK'N FLY

Because your business may take you across the country or around the world, we have signed an agreement with Park'N Fly. We're proud to be able to offer CFEA members reduced parking rates at Canadian airports.

TRADE SHOWS

Every year, we organize many trade shows focused on retail, food service, specialty, and private label. CFEA members benefit from reduced pricing on space, shipping, and travel, and they also save staff time with trade show coordination, as our office is here to assist members with that.

TRADE MISSIONS

We organize outbound trade missions of various types – appointments style, table-top demos, and in-store demos – to those markets in which our members tell us they have a high interest. We target at least three missions per year. 🇨🇦

Stay informed regarding market news and intelligence, industry trends and CFEA happenings.




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Winery
 RESERVE
ICEWINE
CABERNET FRANC
 VQA-NIAGARA-ON-THE-LAKE-VQA
 SWEET RED WINE
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