



#ACOALovesFood
#APECAAimeBouffe

Presentation to Food and Beverage Atlantic
November 22, 2018

IMPORTANCE of FOOD SECTOR in ATLANTIC CANADA

- Atlantic Canadian Food Industry has *changed structurally* over past decade
- Food Industry contributes significantly to the Atlantic Canadian economy



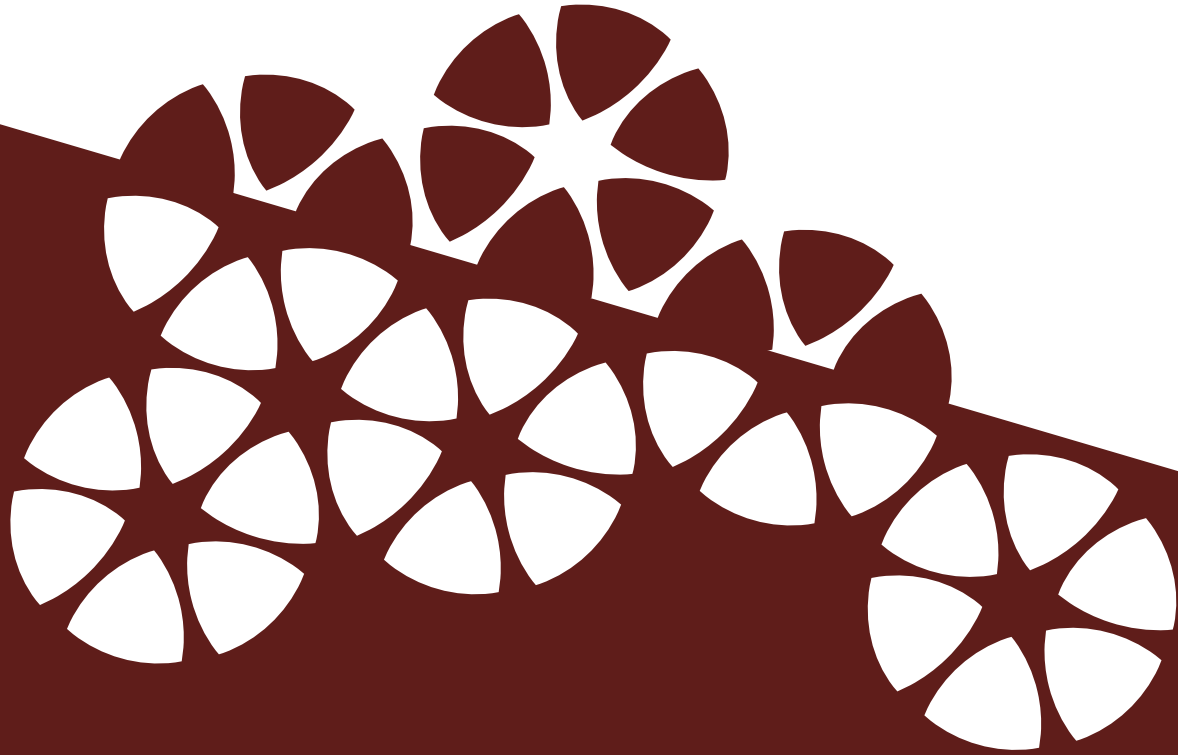
- **892** processors with **37,591** employees (2012)
- **\$6.6 B** (2012) annual gross revenue
- Exports (2016) - **\$904M** Food & Beverage manufacturing;
\$392M in aquaculture;
\$3.2B seafood
- Food is the top manufactured product in Atlantic Canada, **25%** of GDP

ACOA's role in FOOD SECTOR in ATLANTIC CANADA



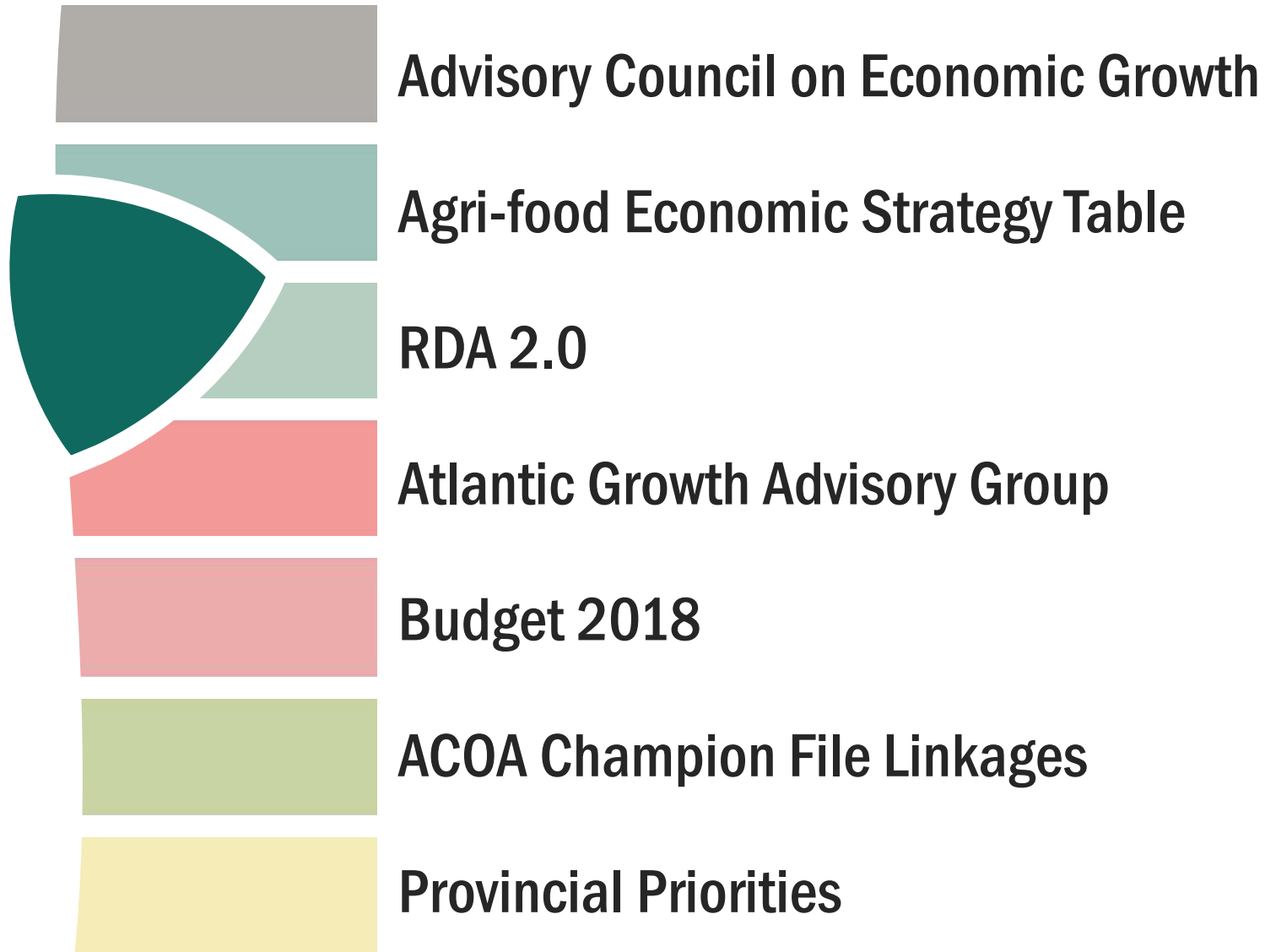
- ACOA support has spanned many of the food industry sub-sectors from potato production to aquaculture to food and beverage processing
- Over the last ten years, ACOA contributed **\$254M** to food projects worth in excess of **\$900M**
- Support has been wide-ranging and project-specific.
- There has been limited Agency-wide coordination on Food.

ACOA ACTIONS to date



- **Consultations with Food Sector Companies**
 - Interviews with 70 food sector companies in the Region, ranging from large multi-nationals to SMEs
- **Creation of Federal-Provincial Food Sector Working Group**
 - Provincial reps, AFFC, DFO, ISED, ESDC, CFIA
 - Coordinates planning to develop joint projects in the regional food sector
 - Provides briefings to AGS Leaders
 - ACOA and Nova Scotia co-chair

ALIGNMENT



ATLANTIC GROWTH STRATEGY **FOOD ACTION PLAN**

DEALING WITH LABOUR SHORTAGES AND BEING PREPARED FOR THE FUTURE

- Atlantic Food Working Group will submit input to ESDC on its review of industry sectors using TFW and review of TFW processing fees
- ESDC/AAFC roundtables on TFW primary agriculture review, May/June in Atlantic Canada
- Use *Atlantic Immigration Pilot Program* to target skill shortages
- Target federal and provincial programs (e.g. ACOA Productivity and Business Skills Initiative, NS Innovate to Opportunity) to fill specialized skills gaps

ADAPTING TECHNOLOGY AND ADVANCING DIGITIZATION

- Implement ACOA advanced manufacturing strategy including:
 - Pilot technology assessments with **20** companies
 - Compile inventory of federal and provincial funding support for automation
 - Compile inventory of solution providers
- Expand food automation workshop held in PEI to other provinces

INCREASING INNOVATION AND SEIZING VALUE-ADDED OPPORTUNITIES

- Identify and target high growth and high potential food companies through *Accelerated Growth Service*
- Compile inventory of federal and provincial funding programs for scale-up and innovation
- Scope out testing capacities within the region for food and beverages
- Pursue sector specific actions (e.g. Maritime Beef Council Initiatives, aquaculture sector expansion)
- Identify training gaps and work with partners to develop training programs to meet industry needs

INCREASING MARKET ACCESS AND GROWING EXPORTS

- Support export growth through ATIGS **\$20M** agreement
- Review proposals for EU engagement plan including options for in-market presence
- Identify food companies that have the greatest potential to grow their exports and provide targeted support
- Expand export capacity through *Learnsphere / Grow Export*
- Assess tourism community of interest pilot project and recommend an approach for other food tourism activities

MODERNIZING INFRASTRUCTURE AND REGULATIONS

- NS Regulatory Affairs leading a report to CAP on transportation and food issues
- AAFC will meet with Atlantic ADMs responsible for regulatory policy to identify the top regulatory issues and report back
- Report regarding regional Broadband initiative
- Twinning of HWY #85 will result in annual GDP gains
- Support Marine Atlantic Inc. in the delivery of freight and passenger ferry services to and from Newfoundland and Labrador
- Consider options for improving regional air cargo capacity and quality of products



FOOD HUB INITIATIVE

- Support growth and capacity building in food sector
- Collaboration among industry and innovation centers
- Access to skills, knowledge and networks to accelerate growth



RESEARCH CLUSTER

- Research cluster pilot to focus on lobster/salmon
- Map existing research/researchers
- Identify key industry problem areas and match with researchers



ATLANTIC GROWTH STRATEGY

- Federal/provincial economic development initiative announced by ISED Minister, Atlantic regional ministers, and four Atlantic premiers in July 2016
 - Atlantic Trade and Investment Growth Strategy
 - A collaborative, multi-year international business development strategy
 - **\$20 M** Atlantic Trade & Investment Growth Agreement
- Mandate - Expand business activities between Atlantic Canada and international markets, and strategically market the region as a whole by displaying the best Atlantic Canada has to offer the world.
- 10 key sector priorities (Value-added Food and Beverage sector, Seafood sector)



ATLANTIC TRADE and INVESTMENT GROWTH STRATEGY

KEY ACTIVITIES

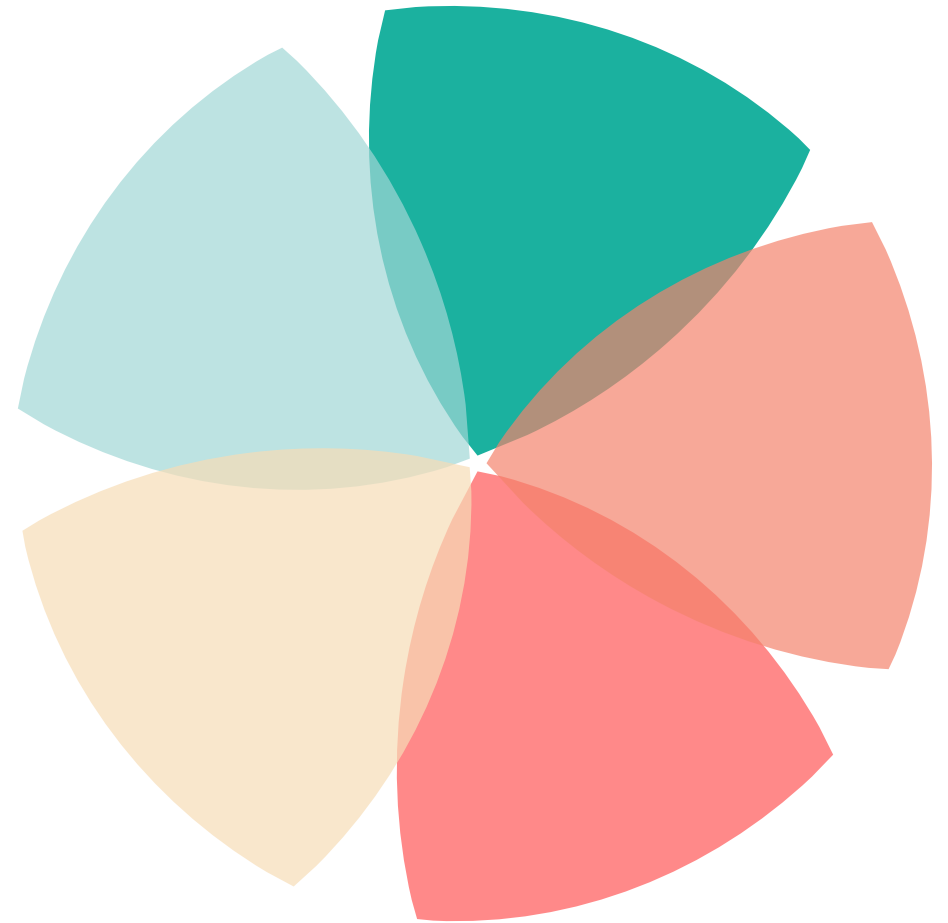
1. *Building Export Capacity through BDP:*
 - Export Readiness Activities
 - Trade Missions
2. *Federal-Provincial Investment (\$20M) in ATIGA:*

Value-added Food & Beverage

- SIAL Canada 2018
- SIAL Paris 2018
- Incoming buyers mission 2018

Seafood

- Seafood Expo Asia 2017
- Seafood Expo Global 2017/18
- China Fisheries & Seafood Expo 2018
- Food Hotel China 2018
- Export Cafés

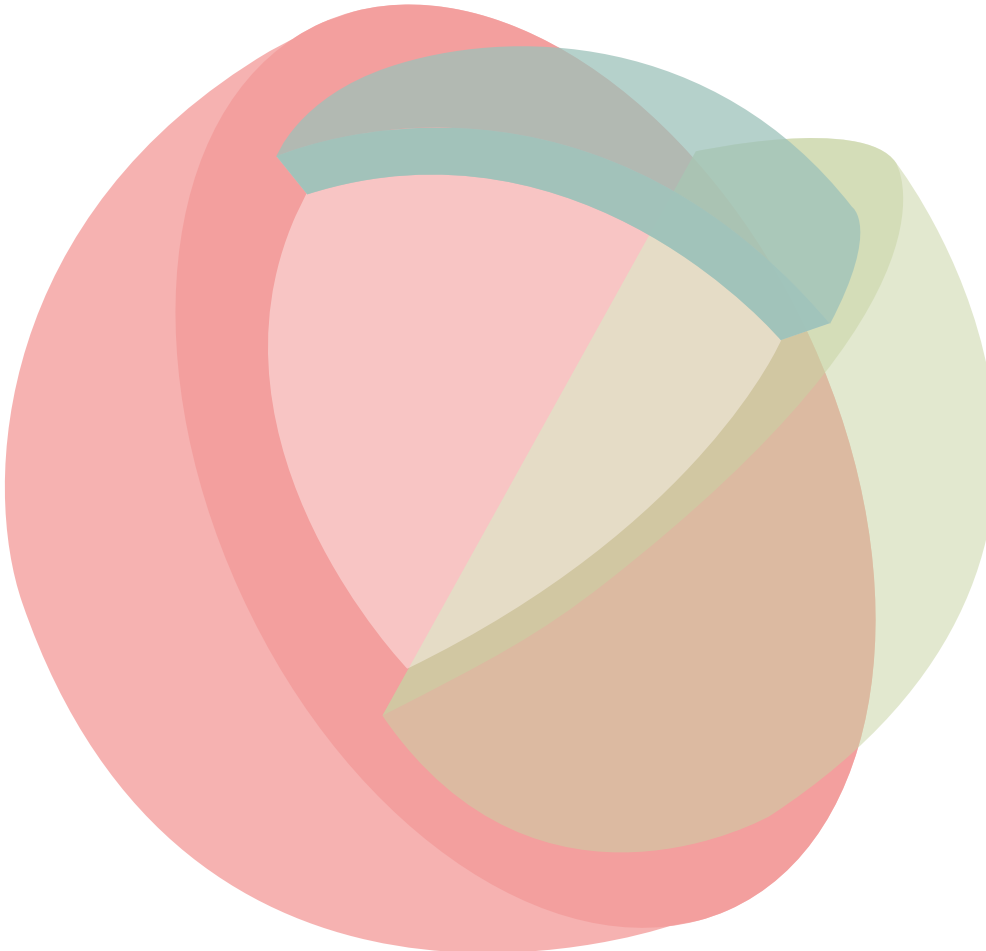


ATLANTIC CANADA FOOD HUB INITIATIVE

- **AAFC** presented the concept for the Atlantic Food Hub Initiative at the Leadership committee in July.
- One Stop Shop Concept/ Outreach/ Collaboration
- **AAFC** is the lead on the file and **ACOA** is assisting with the development of the project.
- *Next step:* **ACOA** will undertake a gap analysis of existing resources to identify where there are gaps in the skills, knowledge, and networks needed to accelerate growth in the food industry.

RESEARCH CLUSTER

➔ *Industry identified a lack of commercially-applicable research in the food sector*



The ACFWG working with Springboard Atlantic is assessing regional research assets related to **Lobster** including:

- Assessing university research activity;
- Identifying research activity being led by Provinces and DFO;
- Conducting a targeted survey with industry on specific research needs related to lobster;
- Host provincial engagement events between the lobster industry stakeholders, Springboard and their and ACOA late in 2018.
- Host a Pan-Atlantic event the end of Jan 2019 to establish priorities.

Model could be used for research related to any food sector industry.

