



Alberta Companies Participate in Mission to SupplySide West Expo in the United States – September 26-29, 2017

Seven Alberta food ingredient and dietary supplement companies participated in a mission to SupplySide West Expo in Las Vegas, Nevada. Mission participants included representatives of AOR (Advanced Orthomolecular Research), GFR Ingredients, New Leaf Essential, Olds Soft Gel, Pulse Foods, Radiant Technologies and Top Health Ingredients. Several other Alberta companies attended the show on their own.

“This mission was a great way to promote Alberta as a major supplier of reliable agricultural food ingredients, commodities and dietary supplements,” says Dusan Rnjak, Trade Relations Officer with Agriculture and Forestry. “Participating Alberta companies reported great outcomes as a result of their attendance with over six million dollars in expected future sales.”

Besides generating business leads and reporting potential sales, companies learned about the latest trends in the food ingredient sector.

The North America dietary supplements market was estimated at US\$37.37 billion in 2016. Substantial growth of key sectors, such as medicinal and sports nutrition supplements, is anticipated to drive demand for dietary supplements in North America over the years ahead. With increasing consumer demand for low calorie products with high nutritional content, the sector is expected to reach US\$61.6 billion by 2022.



Alberta Rhodiola Rosea Growers Organization booth

The United States is Alberta's largest export market with agri-food exports of over C\$4 billion in 2016.

If you are interested in learning more about opportunities in the U.S. market please contact:

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