



Alberta Companies Participate in Canadian Food Ingredients Mission to U.S. Midwest

Three Alberta companies participated in a Canadian mission to the U.S. Midwest to promote and raise awareness about Canadian food ingredients. The mission ran from December 12-14, 2017 and took representatives from BioNeutra, Radiant Technologies Inc., and Naturally Splendid through intensive programs in Minneapolis and Chicago.

The Canadian delegation featured sixteen companies representing a wide range of value-added ingredients such as alternative proteins (plant and insect-based), natural sweeteners, food technologies, organic oats, flax oil as well as functional and nutraceutical foods. The companies engaged prominent U.S. food processors through a series of business-to-business meeting programs in both cities. Over 25 U.S. food producers participated in meetings in both cities including Cargill, General Mills, Pipeline Foods, US Commodities, Archer Daniels Midland, ConAgra Foods, Ingredion, PepsiCo, Wixon and many more.



Canadian companies in Minneapolis

“Value-added food ingredients from Canadian crops coupled with Canadian food innovation technologies are more on-trend than ever before,” says Dusan Rnjak, Trade Relations Officer with Alberta Agriculture and Forestry. “The mission was a great way for our companies to meet with some of the largest U.S. food processors, present their products and services and get immediate feedback. All Alberta companies are reporting numerous leads and immediate sales of two hundred thousand dollars.”

The Canadian group also participated in several site visits including Cargill’s Research and Development Center, Merlin Development and Supervalu’s Test Kitchen in Minneapolis as well as Biofortis Clinical Trials and Sensory Consumer Insight Center in Chicago. In addition, North Central Research Chefs Association in Minneapolis and College of DuPage Culinary and Hospitality Center in Chicago organized tastings and product demonstrations using selected ingredients from Canadian companies.



The North Central Research Chefs Association showcasing products made with Canadian food ingredients

The mission was organized in collaboration with the Canadian Consulates in Minneapolis and Chicago as well as governments of Alberta, Saskatchewan, Manitoba and Ontario.

The U.S. food processing industry has about 21,000 companies generating \$750 billion in revenuesⁱ. According to the USDA's [Economic Research Service](#) beverage manufacturing is the largest component of the food sector's total value-added followed by meat processing, bakery, fruits and vegetables, dairy, grains and oilseeds, etc.

The U.S. is Alberta's largest export market for agriculture and agri-food products, totaling C\$4 billion in 2016.

If you are interested in learning more about opportunities in the US market please contact:

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ⁱ InvestMerced, California, 2017. <http://www.investmerced.com/sectors/food-processing-sector/>