



STEP
SASKATCHEWAN TRADE
& EXPORT PARTNERSHIP

Taste of Canada Showcase Season 6
June 13-14, 2016
Minneapolis, Minnesota

ATTEND CANADA'S LARGEST FOOD AND BEVERAGE SHOWCASE IN THE UNITED STATES!

Saskatchewan Trade and Export Partnership (STEP), in collaboration with Alberta Agriculture and Forestry (AF), Consulate General of Canada in Minneapolis, Global Affairs Canada, is developing a program coined "Taste of Canada Showcase" for Canadian exporters targeting the retail sector and food service in the United States (US).

Building on the success of the previous event held in Denver last year, we are pleased to announce that the **6th edition** of **Taste of Canada** will be held in **Minneapolis** on June 13-14, 2016.

THE EVENT

This professional food showcase event is designed as a mini Canada-only display of qualified export ready and capable Canadian suppliers to **showcase their food and beverage products** in a tabletop setting, and **meet one-on-one** with buyers.

Pre-screened US importers, buyers and distributors from the retail and foodservice industries will be invited to attend. Unlike trade shows, this intimate forum provides buyers and suppliers the time to meet, discuss suppliers' capabilities, review buyers' needs and negotiate possible synergies.

Some of the buyers to be invited include: SUPERVALU, Kroger, Target, Roundy's, Lunds & Byerly's, Walgreens, Meijer, Jewel-Osco, Cub Food, Sam's Club, Trader Joe's, Safeway, Albertsons, Acme Markets, Aldi, Hy-Vee, Jerry's Enterprises, Save-a-Lot, Coborn's, Kowalski's, Wal-Mart, Amazon, ADW Acosta, Whole Foods Market, Giant Eagle, Save-A-Lot, Shop 'n Save, Roundy's, Sysco, US Foods, Reinhart, Kehe Foods, Topco, Nash Finch, Apperts, Henry's, MMI Brands, Mason Brothers, McLane, Upper Lakes Foods, Granite City Jobbing, Key Carlin O'Brien, Old Dutch, ConAgra Foods, General Mills and many more.

This opportunity will provide:

- Tabletop Exposition and Networking
40+ Canadian suppliers will engage with 30+US buyers.
- Business Matchmaking
Pre-scheduled one-on-one business meetings
- Market Presentations and Market/Store Tours
Learn more about the market and preferences of consumers in the region

DRAFT PROGRAM

Sunday, June 12 – Travel

Monday, June 13 - Market presentations and tours

Tuesday, June 14 - Tabletop

Wednesday, June 15 - Travel



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MARKET INFORMATION

- The grocery and foodservice sectors in the Upper Midwest states of Minnesota, Iowa, Nebraska, South Dakota and North Dakota offer a dynamic and growing market for Canadian agri-food exporters and provide an excellent entry point into the American market. This region has a strong agricultural trade relationship with Canada and is geographically well-situated for further trade growth.
- Minnesota's well-diversified economy is the largest in the Upper Midwest and the 17th largest in the United States. State agribusiness has changed from production to processing and the manufacturing of value-added food products by companies such as General Mills, Cargill and Hormel Foods Corporation (prepackaged and processed meat products).
- Minnesota is the most populated of the Upper Midwest states with more than 5 million people. Much of this population is centered around the Minneapolis / Saint Paul metropolitan area, which has a population of 2.8 million. The Minneapolis / Saint Paul metropolitan area is located close to the Canadian border (approximately 500 km by road) further facilitating trade with Canada.
- The region is also known as a retailing hub with both SuperValu Inc. and Target Corporation being headquartered in Minneapolis. In addition, the Upper Midwest is also home to various other retailers such as Hy-Vee, Jerry's Enterprises, Save-a-Lot, Coborn's, Kowalski's, Cub Foods, Lunds/Byerly's and national brands including Trader Joe's, Whole Foods Market, Aldo, etc.
- Minnesota is a regional hub and distribution centre for foodservice distributors and is a good entry point for Canadian companies wishing to access the Upper Midwest market. National broadline distributors with a presence in the area include Sysco, US Foods, Reinhart and Nash Finch. Regional and local broadline distributors include Apperts, Henry's, Mason Brothers, McLane, Upper Lakes Foods, Granite City Jobbing, Key Carlin O'Brien, and Old Dutch.
- Niche and specialty distributors also exist for gourmet, ethnic, bakery and institutional products, as well as cheese, meats, fish and seafood.

ELIGIBILITY

To be eligible to participate in Taste of Canada Showcase – Season 6, companies **must**:

- Be export ready, or demonstrate export readiness.
- Display food for the retail and/or food service channels in the following categories:

Bakery - Breads & Rolls	Pastries & Desserts	Seafood
Edible Oils	Dips, Spreads, Seasonings	Snack Foods
Confectionary	Entrees & Ready Meals	Honey & Sweeteners
Non-alcoholic beverages	Prepared Food (Soups)	
- Be introducing a new product to foodservice and/or retail in this region, or be planning to introduce new products to this region in the near future.
- Already be selling to at least one major retailer/account in Canada and/or the US, or demonstrate sufficient capacity to export.

Jeff Cooper, Trade Specialist, Agri-Value
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Participation Fee

Due to reduced funding contributions from our partners and a low Canadian Dollar STEP will be charging companies a participation fee of \$1000 plus GST.

Funding may be available through:

STEP Market Access Program (MAP) for approved applicants for this event that are STEP regular members. *STEP MAP will provide up to 50% reimbursement on airfare and hotel for 1-2 company representatives. **The participation fee will not be able to be claimed under the MAP Program.*** For complete information on the program, please refer to www.sasktrade.sk.ca

Please indicate your interest to participate in this mission:

- I am interested in attending the mission (\$1000 Participation Fee)
- I would like Market Intelligence reports for the mission. Please contact me.
- I am interested in applying for funding through STEP MAP. Please contact me to discuss further.
- I have further questions about this show. Please contact me.

Company Name: _____

Contact Name/Title: _____

Telephone: _____ Fax: _____

E-mail: _____ URL: _____

Signature: _____

Your signature confirms your company's intention to participate in this program. No refunds are offered unless a replacement participant is found. After June 1, 2016 no refunds or cancellations will be accepted.

Please return this form to Jeff Cooper, Trade Specialist – Agri-Value

Fax – 306-933 6556 jcooper@sasktrade.sk.ca

Deadline to submit is Friday February 26, 2016

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