Canada
The Food and Drink Market

[21st Annual 2011/2012 edition, 700-1000 pages]

1. Introduction

This report features complete volume and value market demand data for all products for 2005, 2009 and 2010, and forecasts for 2011, 2012 and 2013. Company market shares and brands are provided for all product markets for 2011 (and continuously updated online).

1.1 Brief Summary

The total all food and drink market* in Canada was worth US$ 117.6 billion in 2010, made up of US$ 96.4 billion in retail (82.0%) and US$ 21.2 billion (18.0%) in foodservice. This overall market grew at an average annual real 1.23% by value from 2005 to 2010, and is forecast to grow by a real annual 0.90% from 2010 to 2013.

Altogether, 545 holding and independent companies plus key subsidiaries (having a different name) are cited in this report, together with their market shares by product (782 cited) and brands. The Top-10 companies supplied 35.7% of the total market in Canada in 2010.

1.2 Key Country and Market Data

National Data:	2010
Population (millions):	33.64
GDP (US$ millions)	1 336.43

Food & Drink Market *	2010 US$ billions
– Food Expenditure	100.18
– Non-Alcoholic Beverages	10.09
– Alcoholic Drinks	7.29
– All Food & Drink	**117.56**

Real Annual % Growth	2009 - 2010
– Food Expenditure	11.0%
– Non-Alcoholic Beverages	10.4%
– Alcoholic Drinks	10.4%
– All Food & Drink	**10.9%**

Consumer Price Indices:

2005 = 100	2009	2010
– Food Expenditure	107.0	108.9
– Non-Alcoholic Drinks	107.0	108.9
– Alcoholic Drinks	107.0	108.9
– All Food & Drink	**107.0**	**108.9**

Canada

Sources: *Map: CIA; Population and GDP: IMF; Expenditure and Growth: FFT; CPI: Eurostat; Statistics Canada, USA Dept of Labor, IMF for Mexico, complemented by FFT research and calculations.*

*** Key Food & Drink Markets Definition**

Market data refer to all products sold for final human consumption in retail, foodservice and artisanal markets (own-produced for own sale), thus excluding industrial and intermediate consumption and auto-consumption. Retail and foodservice buy-in prices are applied throughout. For product market definitions, see www.fft.com.

Matching FFT Reports

(by country, company, product sector or single product)

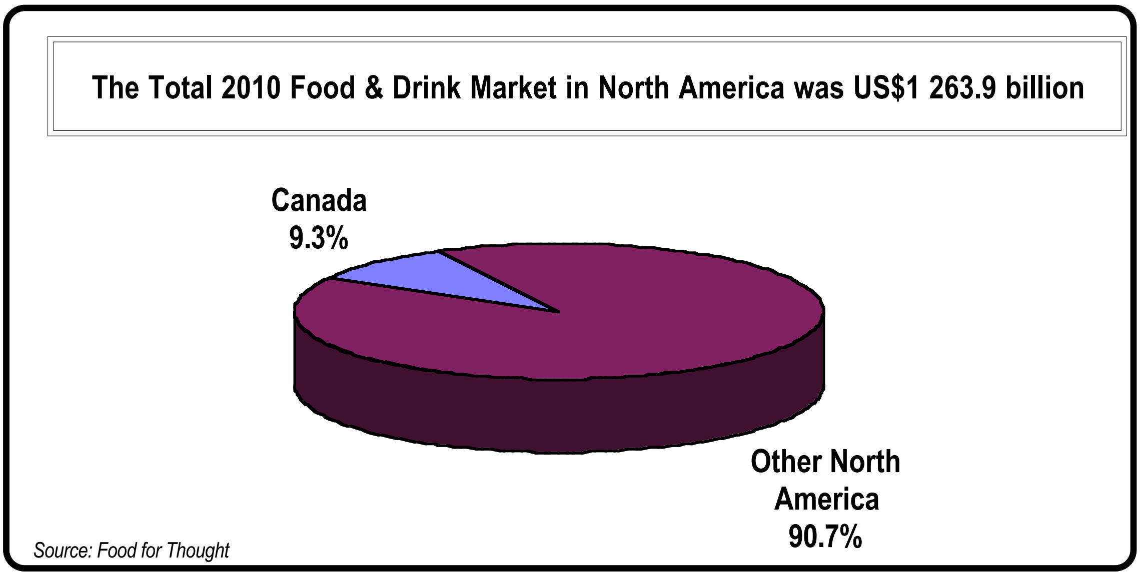
FFT maintains an interactive, continuously updated online database covering food & drink markets in 25 countries, from which all reports, large and small, are produced. Thus:

- This report is available for all countries.
- Any product sector below is available for any choice of countries, e.g. Ready Meals in France or in Central Europe.
- Any country/company/product/data selection is possible.

1.3 The Total Food and Drink Market in Canada

The total food and drink market in Canada in 2010 was US$ 117.6 billion.

In North America, Canada had a 9.3% share of the market for a 6.7% share of the population

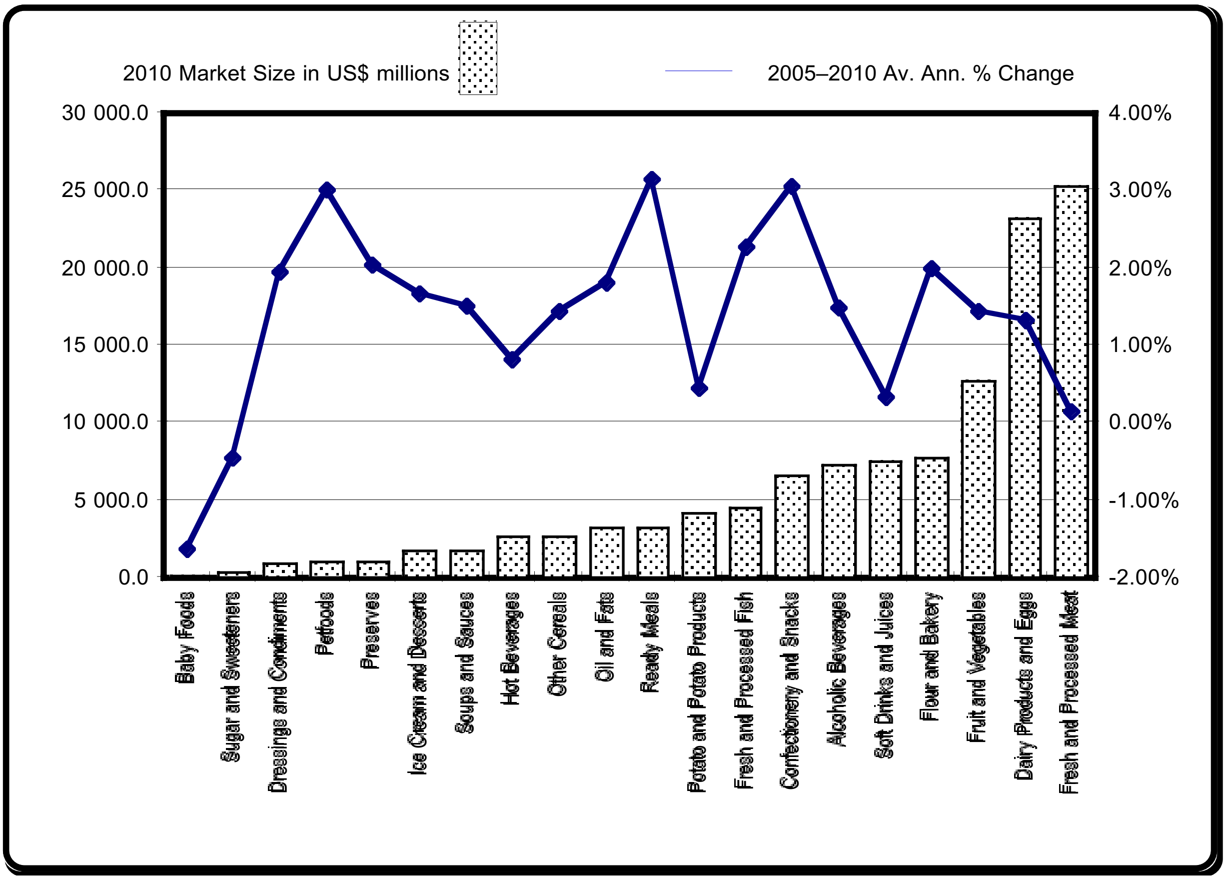


* See full "Key Definition" of Food & Drink Markets covered in box bottom of next page.

\# Altogether 22 country markets are covered, including all the 27 European Community (EC) members (excepting only the 3 Baltic states and Slovenia, Malta and Cyprus), plus non-members Norway and Switzerland. Belgium and Luxembourg are treated as a single entity.

1.4 Market Size and Growth by Product Group

Altogether 114 products markets are covered in this report, distributed among 20 product groups (see graph for market size and growth). These are analysed in detail in this Executive Summary.

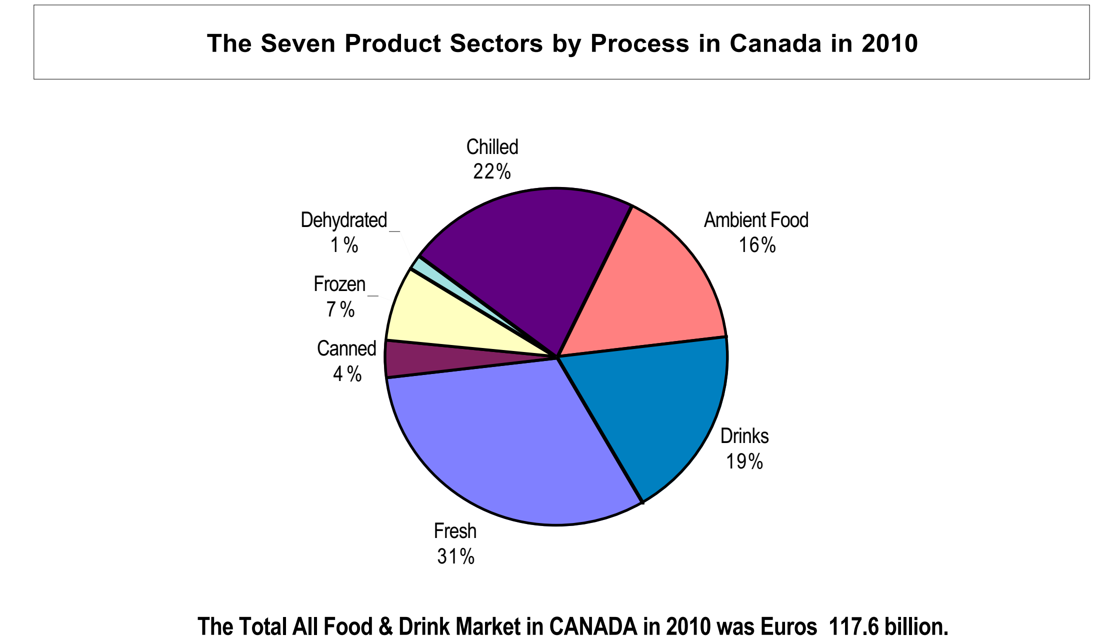


1.5 Market Size by Process

The 114 food and drink product markets covered in this report can be grouped into seven sectors by process: Ambient, Fresh, Canned, Chilled, Frozen, Dehydrated and Drinks. Clearly Fresh Products, with 31% of the all food & drink market by value, tends to distort the picture for packaged products. These process sectors are analysed in detail below.

The Seven Food & Drink Product Sectors by Process in Canada in 2010 *

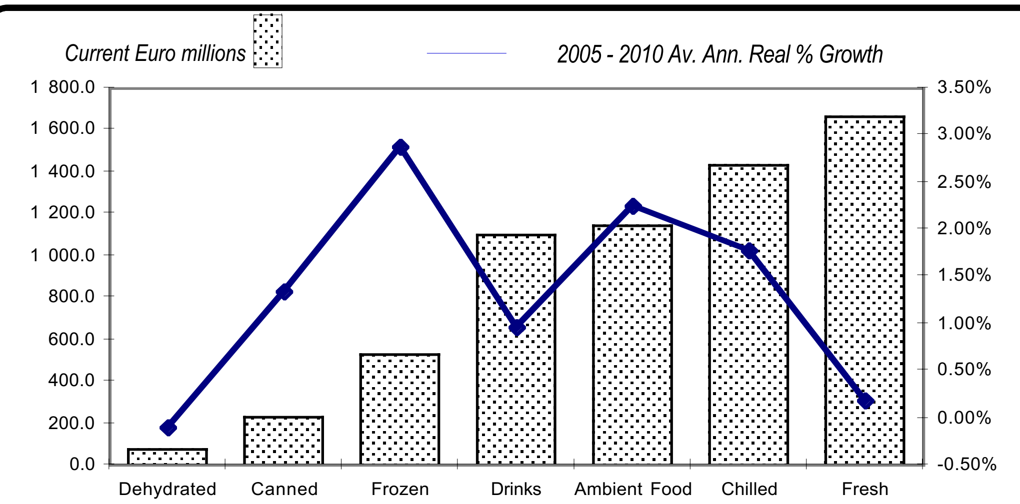
Fresh Products account for 31.4% of the total market.



Source: Food for Thought

1.6 Market Growth and Forecasts by Process

Fresh Products were the fastest growing sector over the 2005 - 2010 period, increasing by US$ 1660 million per year, or a real average annual 0.19% during the five-year period. Frozen products however achieved a higher average annual percent growth rate of 2.87%.
Detailed 2010-2013 forecasts for all products and years are provided in the main report.

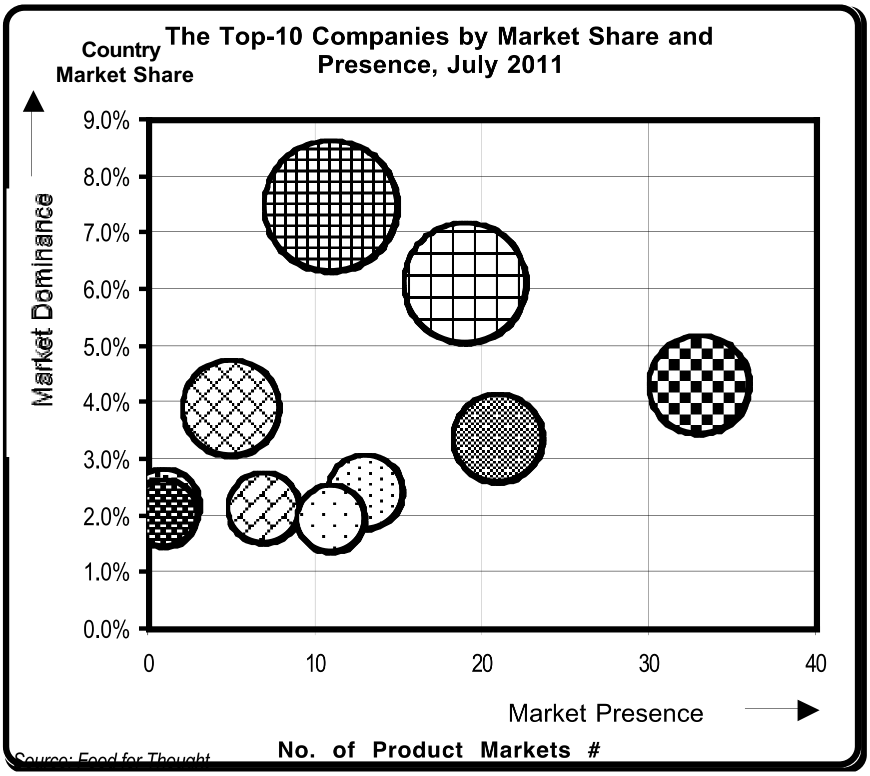


Source: Food for Thought

1.7 The Top-10 Companies in July 2011

A total 374 holding and/or independent companies are identified in this report, plus another 171 key subsidiaries with a different name, or 545 companies altogether.

The Top-10 Companies account for 35.7% of the All Food & Drink Market



The Top-10 Players in Canada

by Market Share & No. Mkt Shares

	No. Mkt Shares
1. Saputo 7.4%	11
2. Maple Leaf 6.1%	19
3. Kraft Foods 4.3%	33
4. Coop de Québec 3.9%	5
5. Nestlé 3.3%	21
6. Parmalat 2.4%	13
7. Anheuser- Busch InBev 2.2	1
8. Agropur 2.1%	7
9. Molson Coors 2.0%	1
10. PepsiCo 1.9%	11

\# 114 Single Product Markets are covered in this survey and chart (the other 32 products being Product Groups grouping the above Single Products into 20 individual Product Groups.

1.8 The Total Retail & Foodservice Markets

The total retail market was US$ 96.4 billion and foodservice US$ 21.2 billion in 2010.

The 2010 Food & Drink Retail and Foodservice Market in Canada