WEBINARS

NAVIGATING THE CANADIAN MARKET: A COMPREHENSIVE GUIDE FOR US EXPORTERS

Tuesday, Jan 28, 2025 | 10:00 AM - 11:00 AM
Registration: Friday, Jan 10 - Monday, Jan 27, 2025
Microsoft Teams Meeting | Canada | North America

https://www.wusata.org/e/0CFFPUW

EVENT DETAILS

Navigating the Canadian Market: A Comprehensive Guide for US Exporters

January 28th, 10am-11amPST

Virtual - Microsoft Teams Call

****The meeting link will be sent to registered companies the day before the meeting via email****

Presented by WUSATA's Canadian In-Market Contractor: Predhomme Market Insights

This virtual session is designed to provide U.S. agricultural producers with a comprehensive overview of the Canadian market, highlighting the opportunities and challenges involved in exporting to Canada. Whether you are an experienced exporter or looking to enter the Canadian market for the first time, this session will equip you with valuable insights into our market, regulatory requirements, and key recommendations for success. We'll explore the specific characteristics of major Canadian regions, including Ontario, Quebec and Western Canada, and how these regional differences impact export strategies. Additionally, we'll examine key requirements for successful market entry such as labeling regulations, retailers, brokers, and the influence of the USMCA so you can better navigate Canada's export landscape. The session will conclude with a live Q&A, giving you the opportunity to ask us about any specific issues or questions you may have as you decide to enter or prepare for the Canadian market.

Detailed Meeting Overview:

1. Welcome & Introduction (5 mins)

- Brief overview of the session's objectives.
- Introduction of speakers and panelists.

2. Canada Market Overview: Key Regional Differences (15 mins)

- Quebec: Importance of French-speaking markets, cultural nuances, and bilingual packaging.
- Ontario: Multicultural consumer base and trade hub dynamics.
- Western Canada: Role of agriculture in provinces like Alberta and British Columbia.

3. Export Readiness and Regulatory Essentials (15 mins)

- Customs clearance, documentation, and CFIA guidelines.
- Import licenses, tariffs, quotas, and Canadian food labeling laws (bilingual requirements).
- Key safety and quality standards, especially for dairy products.

4. Overcoming Common Export Barriers (15 mins)

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Retail Products**

BUYER AUDIENCE

Canada

- Language barriers in Quebec and bilingual packaging needs.
- Retail dynamics: Small vs. large retailers.
- Exchange rate impacts.
- Tariffs and quotas for dairy and other agricultural products.

5. Navigating Canada's Retail Landscape (10 mins)

- Differences in distribution channels for small vs. large retailers.
- Importance of relationships with wholesalers.
- The rise of private label products and their impact on U.S. exporters.

6. Open Q&A (5 mins)

- Panel addresses specific questions and region-specific concerns.

Learning Outcomes

Participants will leave with:

1. An understanding of Canada's regional market differences and their impact on export strategies.
2. Knowledge of regulatory requirements for entering the Canadian market.
3. Practical insights into overcoming common barriers like bilingual labeling, exchange rates, and USMCA considerations.
4. Strategies for navigating Canada's retail environment.