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JANUARY/FEBRUARY 2016

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# market update

## The SIAL International Food Show

will be back at Montreal's Palais des Congrès for its 13th edition!

SIAL Canada (the SIAL international food show in North America) is back in Montreal from April 13th to 15th, 2016 for its 13th edition, which promises to offer a number of new elements. Held at Toronto's Direct Energy Centre in April of 2015, the latest edition was a resounding success and boasted a record number of exhibitors and growth of more than five per cent in terms of industry professionals in attendance. In fact, nearly 14,000 visitors from all of Canada's provinces and from 60 countries rushed through the aisles of the 2015 edition.



With its return to Montreal, SIAL Canada is proud to position itself as the only show in Canada that has adapted itself to changing consumer trends. With more than 850 exhibitors expected and ready to meet with the 15,000 industry professionals in attendance, this will definitely be the must-attend meeting for the retail, food-service, and food-processing industries!

SIAL Canada is pleased to announce that the United States will be its country of honour in 2016. As Canada's number-one supplier and customer, and thanks to its agri-food trade worth more than \$45 trillion annually, the United States remains a major partner for Canada. Honouring the United States with the help of the USDA through their Taste US program also serves to open the North American market to the industry as a whole, especially local and international exhibitors. In addition, the United States' representatives will unveil their new projects, which are sure to impress all industry professionals.

Finally, following the success of the American Buyers Program in Toronto, and for the first time in Montreal, SIAL Canada 2016 will offer American buyers and importers a unique meeting platform. This is thanks to the new program organized as part of the show from April 13th to 15th, 2016, in partnership with the AFI and NGA, two major associations representing American importers and retailers.

## Alberta Honey Producers Co-operative Celebrates its 75th Anniversary!

Much has changed since January 18, 1940 when a visionary group of beekeepers came together to form the Alberta Honey Producers Co-operative (AHPC). What hasn't changed is AHPC's steadfast commitment to its members and to supplying the finest 100 per cent pure Canadian honey to homes throughout the world.

"It's exciting to see the Alberta Honey Producers Co-operative reach this milestone," states Rob Dickson, chairperson. "The co-operative has continued to grow and to be an integral part of the success of Bee Maid Honey Limited. We are so proud of our beekeeper members and their continued focus on innovative beekeeping practices, bee health and producing quality, Canadian honey."



ALBERTA HONEY PRODUCERS CO-OPERATIVE LTD.

AHPC went from taking in 300,000 pounds its first year of existence to intake of over 10 million pounds in 2014. That growth is remarkable and is a testament to the commitment of the 140 members from Alberta, British Columbia and Saskatchewan. "As a joint owner of Bee Maid Honey Limited, demand for our high quality white honey is strong domestically and internationally, so we are set for continued growth," Dickson continues.

"The co-operative turning 75 is a time to reflect on our achievements within our co-operative business model. AHPC continues to invest in our future with new plant equipment, expansion of Bee Supplies and building renovations. We are proud to have multigenerational families as members and move forward with a rich appreciation of our history and roots," Dickson comments.

Alberta Honey Producers Co-operative will acknowledge this exciting milestone during their Annual General Meeting in Spruce Grove in November.



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# 2015

## SAVE THE DATE! Grand Prix New Product Awards Gala

June 1, 2016  
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