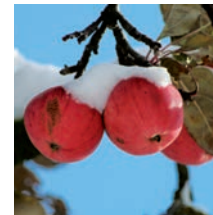
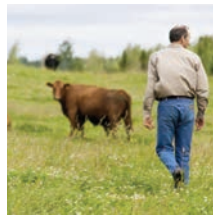


QUÉBEC

INVITES YOU TO THE TABLE:

Profits are being served





ABUNDANCE, QUALITY, VARIETY,
ORIGINALITY AND AUTHENTICITY—
ALL WORDS THAT DESCRIBE
QUÉBEC'S FOOD INDUSTRY PRODUCTS.





A RICH AND DISTINCTIVE RANGE OF FOOD PRODUCTS

With its fertile soil, vast forests, remarkable marine environment, abundant natural resources, and temperate climate, Québec is the perfect setting for a flourishing and modern food industry. Today, the province is home to some 32,000 businesses that employ more than 126,000 people in the agriculture, fishing, aquaculture, and food processing industries.

Québec has a reputation around the globe as a supplier of healthy, high quality products infused with a mix of European and North American influences. Its distinctive and diverse product offerings range from specialty foods created by family-run businesses to products from industry giants like Barry Callebaut, Kraft, Agropur, La Coop fédérée, and Saputo.



MAPLE PEARLS TOOK THE TOP SPOT IN SIAL CANADA'S 2012 TRENDS & INNOVATIONS COMPETITION. QUÉBEC IS ALSO THE WORLD'S LEADING PRODUCER OF MAPLE PRODUCTS—INCLUDING SYRUP, SUGAR, AND CANDIES—EXPORTING 80% OF ITS ANNUAL OUTPUT.



QUÉBEC FARM-RAISED GAME MEATS SUCH AS RED DEER, DUCK, PHEASANT, LAMB, AND BISON HAVE PRIDE OF PLACE ON MANY RESTAURANT MENUS.

Indeed, Québec products are enjoyed all over the world:

- Pork, beef, and poultry
- Soy and other oil plants
- Fish and seafood
- Produce
- Chocolate and candies
- Maple products
- Pasta and bakery products
- Prepared foods
- Alcoholic and non-alcoholic beverages
- Game meats and fowl
- European-inspired charcuterie, including pâtés, cured meats, and duck foie gras
- Fine cheeses
- Other specialty products

Always on the lookout for new market trends, Québec's food industry offers consumers an ever-growing range of foods with internationally recognized certifications, including certified organic, fairtrade, halal and kosher.

PORK—QUÉBEC'S LEADING EXPORT—
IS PRIZED IN MORE THAN 100 COUNTRIES, INCLUDING
THE UNITED STATES, JAPAN, AND RUSSIA.



QUÉBEC IS HOME TO MORE THAN 500 CHEESES BRANDS.
A GOOD NUMBER OF THEM HAVE WON ACCOLADES AS THE BEST IN
THE WORLD AT PRESTIGIOUS INTERNATIONAL COMPETITIONS.



A MODERN AND SAFE FOOD INDUSTRY

Quebec has implemented stringent traceability, quality control, and monitoring measures. Businesses in the food industry work in concert with the government to integrate state-of-the-art production and processing technologies and adopt strict sanitary and environmental standards.



THE PROVINCE ALSO STANDS OUT FOR THE HIGH-QUALITY
FRUIT JUICES, HERBAL TEAS, AND BOTTLED WATER IT
PUTS ON THE MARKET.

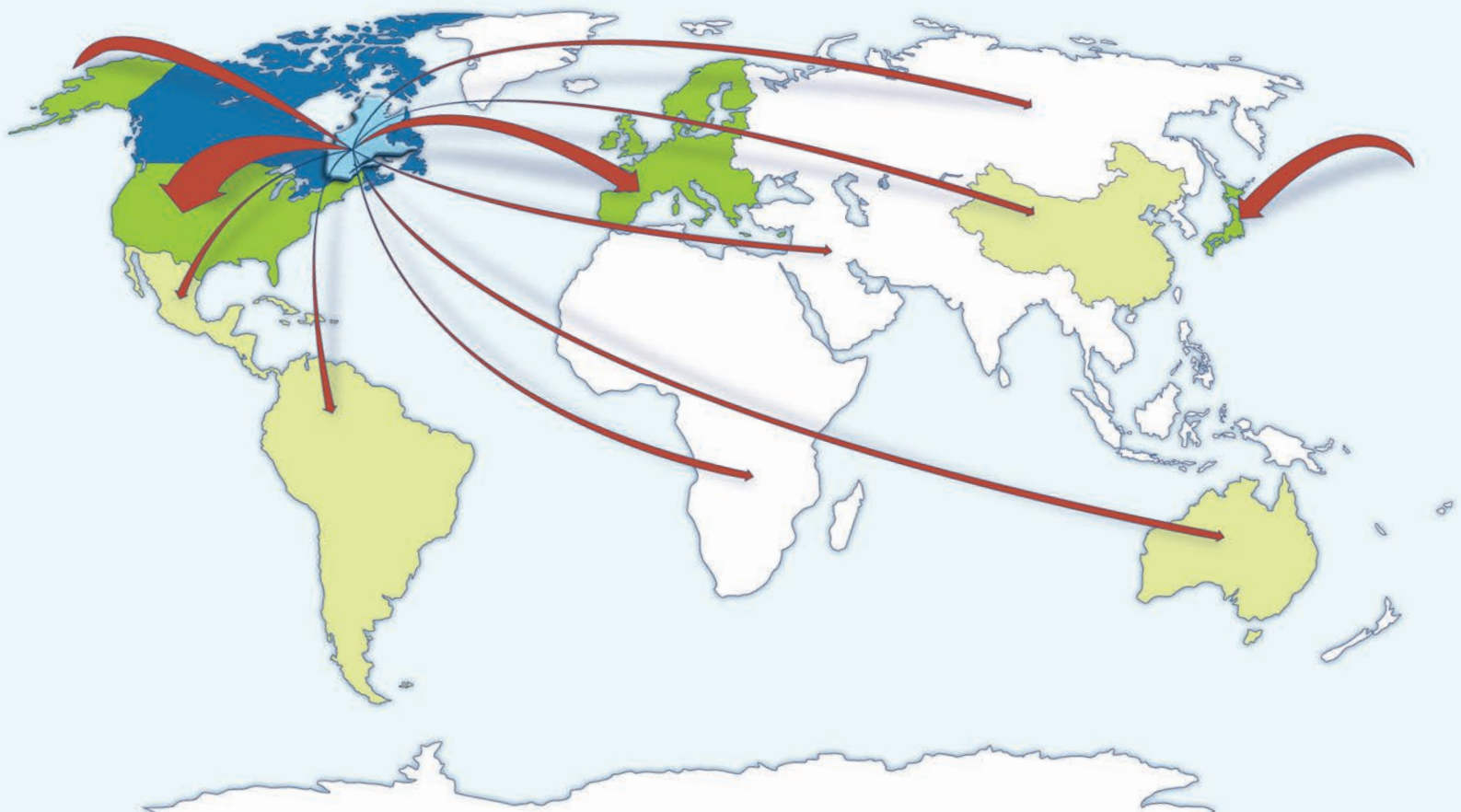


ICE CIDER, A QUÉBEC SIGNATURE PRODUCT, ENRICHES THE GAMUT OF ALCOHOLIC BEVERAGES, WHICH ALSO INCLUDE MICROBREWS AND ICE WINES. THESE BEVERAGES HAVE CAPTURED THE HIGHEST HONORS AT INTERNATIONAL COMPETITIONS.

A STRATEGIC LOCATION

Most Québec food businesses are located close to the Canada–U.S. border and are integrated into the continental North American market. They can deliver their products by truck, serving a market of over 130 million consumers within a 620 miles (1,000-kilometre) radius.





MORE AND MORE HEALTH-CONSCIOUS
CONSUMERS ARE DISCOVERING QUÉBEC'S
MANY CRANBERRY AND WILD BLUEBERRY
PRODUCTS.



A GLOBALLY ORIENTED INDUSTRY

Québec has long been a hub for merchandise of all types from Europe, Asia, and North America. Whatever the season, marine, road, rail and air links ensure that goods are delivered quickly and at competitive prices.

Markets outside Québec buy more than 55% of the food produced in the province. In 2012, international sales hit \$6,1 billion, meaning that the taste of Québec know-how is appreciated in more than 160 countries, including the United States, Japan, China and Russia.

This achievement reflects the speed and flexibility that businesses have shown in their efforts to satisfy consumers all over the globe.

QUÉBEC FISH AND SEAFOOD ARE HARVESTED IN THE VAST, UNSPOILED REACHES OF THE GULF OF ST. LAWRENCE ESTUARY, WHERE SALT AND FRESH WATER MINGLE TO FORM A NUTRIENT-RICH ENVIRONMENT. THE MAIN SPECIES CAUGHT ARE SNOW CRAB, LOBSTER, NORTHERN SHRIMP, AND BLACK TURBOT.



Commercial attachés specialized in agri-food are at work in Québec offices in Canada, the United States and Japan.

Do not hesitate to call on their services.

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Commercial attachés at other Québec offices abroad can also answer your questions. Consult the website for Ministère des Relations internationales et de la Francophonie at **www.mrif.gouv.qc.ca**.

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