



News Release

For immediate release

GOVERNMENT OF CANADA SUPPORTS AGRI-FOOD BUSINESSES IN THEIR SEARCH FOR NEW MARKETS

MONTREAL, Quebec, September 22, 2009 – The agri-food processing industry, Quebec's largest employer in the manufacturing sector, is facing numerous challenges because of the economic crisis. Without a doubt, this industry's prosperity depends on developing new markets. As a result, today the Honourable Jean Pierre Blackburn, Minister of Revenue and Minister of State (Agriculture), announced \$970,000 in financial assistance for the Agri-Food Export Group Quebec Canada, in support of its long term international strategy for increasing sales of Canadian agri-food products on markets abroad.

"By helping agri-food exporters in Quebec better position themselves on international markets, we are generating benefits all along the value chain, particularly for agricultural producers, and stimulating the Canadian economy at the same time," said Minister Blackburn. "Once again, we are demonstrating that no effort has been spared to ensure that Canadian agri-food exporters identify new outlets and enjoy unprecedented market access."

The Agri-Food Export Group delegation, as well as all Canadian businesses attending ANUGA – the world's largest food trade fair, to be held in Cologne, Germany from October 10 to 14, 2009 – can rely on the presence and support of Minister Blackburn, who will attend the fair in order to promote Canada's agri-food industry and open the Canada Pavilion.

This financial assistance, provided under AgriMarketing – a program funded and administered by Agriculture and Agri-Food Canada that provides \$88 million over four years as part of the *Growing Forward* agricultural policy framework – will be used in particular to support participation at international trade fairs by Canadian Agri-Food Export Group members.

The purpose of the AgriMarketing program is to help agri-food producers and processors boost the volume of exports of healthy, high quality, world class Canadian products to the rest of the world.

- 30 -

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