



U.S. FOOD & BEVERAGE ALLIANCE
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U.S. Food
& Beverage
Alliance

2017
SPECIAL REPORT

States-of-the-art food products

Innovation in action

By Sally Praskey

Canadians are always in search of unique new products, and many of these come from the United States. Take, for example, bacon jam. This savoury, chunky jam is one of the latest innovations to be introduced to the Canadian marketplace. But that's just one of hundreds.

This demand for the novel and new is largely responsible for Canada's yearly import of over US\$16.5 billion of value-added products from the United States.

Canadians are loyal to their local growers, but when local is not available due to seasonality, surveys show Canadian shoppers prefer U.S. imported produce over that of any other foreign country by 62 per cent. There is a lot of interest, in particular, for U.S. specialty food items such as organic and natural food products.

U.S. Food & Beverage Alliance

Much of the popularity is attributed to the geographical proximity between Canada and the U.S., and Canadians' confidence in U.S. fresh and processed foods. Over the years, the agricultural trade relationship between Canada and the U.S. has developed into a sophisticated supply-chain system that supports over US\$40 billion in balanced two-way trade every year. In 2016, U.S. agricultural exports to Canada surpassed US\$20 billion, with \$16 billion, or nearly 80 per cent, comprising high-value consumer food products (HVP). Canada accounts for over one-fourth of all U.S. HVP food exports, double the value of the second-leading market, Mexico, or equal to the combined Asian markets of Japan, Hong Kong, South Korea, China and Taiwan. The proximity makes it possible for fresh Anjou pears and green salads from the field to arrive on Canadian store shelves within 48 to 72 hours.

The U.S. cooperators and the State Regional Trade Groups are committed to supplying fresh produce and specialty products to Canadian retailers, to help them distinguish themselves from their competition. Over 25,000 new food and beverage products are introduced into the U.S. market every year, and our partners are looking for those innovations that will be well received here in Canada. As noted in this Special Report, the Food and Beverage Alliance's agricultural partners remain committed to assisting these U.S. growers and processors in understanding the Canadian marketplace and meeting complete regulatory compliance.

\$20 billion U.S.

total U.S. agricultural exports to Canada, 2016

75%

growth of U.S. agricultural exports to Canada, 2006-2015

Top 5 U.S. agricultural exports to Canada

Prepared foods
 Fresh vegetables
 Red meats
 Fresh fruits
 Non-alcoholic beverages

Source: Foreign Agricultural Service



Fresh discoveries

For Western Growers, technology is the key to producing crops with a higher yield, lower cost and better quality. After all, the organization, which represents farmers growing fresh produce in California, Arizona and Colorado, provides half the nation's fresh fruits, vegetables and tree nuts, including half of its fresh organic produce.

That's why, in December 2015, Western Growers opened the Center for Innovation and Technology (WGCIT) in Salinas, Calif., a technology incubator aimed at bringing innovative entrepreneurs together with farmers to facilitate creative solutions to the biggest challenges facing all the agricultural enterprises in the U.S., explains Hank Giclas, senior vice-president, strategic planning, science and technology.

Goal of Western Growers board: To feed more people with fewer inputs, leaving a smaller footprint on the world.



Giclas defines four areas in which the Center is concentrating its efforts: food safety, mechanization, and water availability and quality.

The Center has made inroads in each of these, but Giclas is particularly excited about sensor technology, now commercially available but not yet in widespread use. “Right now, we’re using sensors at a few spots in a field to determine soil moisture and things like that, and ultimately, I think they’ll be a lot more pervasive,” he says. “It may even get to the point in some commodities – for example, perennial crops – where there are sensors per vine or tree. They can actually tell you exactly what’s needed in that plant at any given moment.” Remote sensing, using satellites and drones to estimate yield and find problem spots in the field, is also on the horizon.

There have also been strides made in mechanization, with a variety of harvest aid equipment that reduces the onerous parts of the job in hand-harvested crops. Thinning technology is now available to replace some

of the crews in the field, where labour is at a premium. “I think we’re going to see some weeding technology in the not-too-distant future,” says Giclas.

For Canadian retailers, these advancements mean a greater consistency of supply. “Ultimately, it could mean more yield, which could in turn lead to lower costs,” says Giclas. “But I think probably first and foremost, the benefit is you’ll be able to assure supply.”

Giclas encourages Canadian buyers to reach out to Western Growers. “A healthy supply chain depends on healthy suppliers and retailers that work together. To the degree that folks are interested from a retail standpoint in supporting some of these efforts, I would encourage them to engage with folks at the Center.”



“In an era of diminishing natural and human resources, and growing regulatory and marketplace demands, the future of agriculture depends on technology. The Center will serve as a hub for the accelerated development and rapid deployment of innovative solutions to help farmers feed more people with fewer inputs.”

— Tom Nassif, President and CEO, Western Growers

Today’s farmers produce 262% more food with 2% fewer inputs (labour, seeds, fertilizer, etc.) than in 1950.

— American Farm Bureau Federation



Superior taste, quality, safety and sustainability. You've got to hand it to us.

A Flavour to Savour.

The U.S. peanut industry's technology and research in breeding, seeding, cultivation and harvesting combine to deliver the most flavourful, wholesome peanut.

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The U.S. peanut industry invests heavily in plant modernization and the latest equipment to ensure that all buyers receive the best possible product.



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U.S. peanut processors follow stringent food safety practices to ensure that consistency, safety and quality are present in every aspect of USA peanut production.

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peanutsusa.com

To learn more, contact:

American Peanut Council

1500 King Street, Suite 301, Alexandria, VA 22314 USA, +1-703-838-9500

info@peanutsusa.com

For consumer information and recipes visit peanutbureau.ca



Taste test

For the first time, the Food and Beverage Alliance brought U.S. products directly to Canadian consumers when it sponsored a *tasteU.S.* Pantry Shop exhibit at the National Women's Show in Toronto last November.

Consumers had a chance to try a variety of new, innovative products – some of which were not yet listed with Canadian retailers – from 17 participating companies.

Companies used the booth as a kind of focus group to get feedback from consumers that they could

present to retailer buyers.

“Because of the positive results they got, the companies thought it would really help to leverage interest among retailers in Canada,” says Kathy Boyce, in-market representative for Food Export Northeast and Midwest. Companies also developed five questions to ask consumers about taste, quality, packaging, price point, etc., of a particular product so they could fine-tune it for the Canadian market.



The Women's Show in Toronto: Eager taste-testers at the *tasteU.S.* booth

61% of consumers surveyed gave the U.S. agricultural industry high marks for innovation

“Consumers really like the opportunity of tasting these products and providing feedback,” says Boyce. For those products already in the market, consumers received a brochure showing where they could purchase them.

Retail promotions pay off

The *tasteU.S.* campaign also extended to in-store promotions with a number of retailers. A Longo's flyer, for example, featured a two-week half-page ad geared to products from the U.S. cooperators. “For the last couple of years, the *tasteU.S.* promotion has been heavily skewed to retail; Longo's does prolific work through its Longo's Kitchen and the home-meal-replacement sections of the store,” says Ken Berger, *tasteU.S.* Canadian representative. “That gave us an opportunity to work with our cooperators on a food-service element, but with a retailer.” In-store sampling included such dishes as roasted pear and parsnips, cranberry quinoa salad, and chicken burritos.

Sampling also took place at Metro and Overwaitea stores, with cooperators Pear Bureau Northwest, Organic Trade Association,

Washington Apples, Bard Valley Medjool Dates, and California Pears, Cherries, and Blueberries – over 700 demo dates in total.

There were approximately 250 customer intercepts per store per day. “We saw more than a 50-per-cent lift in sales in the stores where demos occurred, during the demo week versus the pre-demo week,” says Berger. “And we saw more than a 60-per-cent lift in stores where demos occurred when we measured sales for the post-demo versus the pre-demo week. You want to continue to see a lift in sales after the demos, and this clearly points to that.”

After three years running, the *tasteU.S.* campaign will move exclusively to Quebec next year – including the Montreal Women's Show – starting July 1, for one year and possibly beyond.



Florida fresh!

Canadians love Florida's fresh fruits and vegetables. After all, Canada is Florida's top export market for produce, with over \$874 million in shipments and accounting for 21.6 per cent of Florida's total agricultural exports in 2015.

Florida fruits and vegetables are transported to Canada primarily by climate-controlled truck, usually reaching retailers just two to three days after they are harvested. Post-harvest best practices are followed strictly, as food safety is each grower's and packer's primary goal.

The Florida Department of Agriculture and Consumer Services' (FDACS) promotional brand, Fresh From Florida, has been promoting Florida fruits, berries and vegetables in Canada since 2002. During the 2015-16 growing season, it advertised 18 different Florida commodities – primarily grapefruit, snap beans, sweet corn, and strawberries – totaling 26,000 store ads.

54% of Canadian consumers

purchased more fresh produce in 2016 than 2015.

Source: USDA FAS Canadian office

Canadian consumers' buying motivation was influenced by **nutritional value**, followed by **quality** and **price**.

Country of origin is important to about half of all Canadian grocery shoppers. When local produce is not available, they prefer produce from the U.S.

Sprouting sales

To Your Health Sprouted Flour Co. (TYH) has come a long way since 2005, when founder and president Peggy Sutton began sprouting wheat grains in Mason jars in her kitchen for family and friends.

The Fitzpatrick, Alabama-based company is now the world's largest producer of organic sprouted flours, making over 50 products from 23 different organic grains, seeds, and legumes.

Many consumers, as well as Canadian retailers and wholesalers, are discovering what Sutton describes as "the goodness of sprouting grains for great taste, digestibility and nutrition."

When grains are sprouted, she explains, they are converted into a living food with more vital nutrients that are more readily absorbed by the body. This is especially beneficial for those with sensitivities to wheat.

But for many aficionados of sprouted grains, taste trumps all. The sprouting process results in a tasty flour that is mild and full of flavour, with none of the bitterness of some whole-wheat baked goods. "You can truly recognize the specific flavours in the grains once they're sprouted," says Allison Stewart, public relations and sales for the company.



TYH does all the sprouting, drying and milling of the grains in-house, by hand. "It's a four-day process for all of that to occur," explains Stewart.

Although sprouting is a time-honoured tradition – years ago, grains sprouted in the fields before farmers could harvest them – it is rapidly penetrating mainstream grocery, with sprouted grains in croutons, cereals, breads, rolls, pizza dough, cookies and more.

Canadian Consumers Prefer Field-Grown Florida Tomatoes

From now through the end of May, Florida is your only U.S. source for safe, outdoor-grown, hand-picked tomatoes. Give your customers what they demand and contact the Florida Tomato Committee at **(407) 660-1949** to connect with a supplier!

41%

Four-in-ten of Canadian shoppers prefer outdoor field-grown red round tomatoes year-round.



58%

Six-in-ten of Canadian shoppers believe field-grown (Florida) tomatoes are superior in taste and flavour to hothouse round tomatoes.



75%

of Canadian shoppers prefer to purchase Florida-grown tomatoes vs. Mexican grown tomatoes.



FLORIDA
TOMATOES

Tastier tomatoes

**Don't be fooled by a tomato's outer cover.
It's what's inside that counts!**

Grano-shaped Florida tomatoes are renowned for their superior taste and flavour, firm and meaty texture, low gel content and extremely shallow calyx compared to tomatoes grown in a protected environment that maximizes yield without needless waste, i.e., wagon-wheel slices. Canadian shoppers continue to express a 4:1 preference for U.S.-grown versus Mexican-grown tomatoes when Canadian field tomatoes are not seasonally available.*

The Florida tomato industry never rests on its laurels. Every year, it adopts a host of industry advancements to keep it at the forefront of safely producing field-grown tomatoes. Florida's tomato growers have continually improved breeding, production and packing operations while enhancing sustainable growing practices that respect soil health and the environment. After all, Florida farmers not only grow fresh Florida tomatoes; they also raise their families on those very same farms!

In cooperation with the Florida Tomato Committee and the USDA's Foreign Agricultural Service, Florida's tomato growers can provide marketing support to Canadian retailers, foodservice distributors and operators, wholesalers, and repackers that source, display, menu-incorporate, and strategically promote fresh Florida tomatoes from November through May.

For further information, please contact the Florida Tomato Committee at:

floridatomatoes.org

Brad Brownsey: bbrownsey@bell.net

* Leger 360° Annual Canadian Consumer Tracking Study

In 2015, Canadians consumed 8.08 kg, or roughly 18 pounds per capita of fresh tomatoes.

Source: Stats Canada CANSIM Table 002-0011

Savouring sweet potatoes

Despite Canadians' cravings for sweet potatoes, few farmers in Canada cultivate them – the growing season is simply not long enough.

That's why American sweet potatoes, shipped daily by truck to provide a steady year-round supply, are so popular in Canada. In fact, the U.S. has an approximate 95-per-cent market share for sweet potato imports into Canada. Ontario is the largest importer, followed by Quebec.

Organic and regular sweet potatoes are available at retail grocery stores across Canada, and new "mini" sweet potatoes have also been introduced at some grocery retailers, says Sue Johnson-Langdon, marketing and communications consultant for the American Sweet Potato Marketing Institute (ASPMI), a non-profit organization that promotes the U.S. sweet potato industry.

ASPMI recently launched a new website and an Instagram account. "By adding a social media channel like Instagram, ASPMI hopes to inspire its Millennial audience to purchase American sweet potatoes and use them in recipes more often," says Johnson-Langdon.

americansweetpotato.org @lifeofasweetpotato

64%
of Canadians
eat sweet
potatoes at least
once a month

Source: World Perspectives Inc., November 2016

grocerybusiness.ca

70%
of Canadians
purchase sweet
potato fries at
grocery stores



Peanut power

The mighty peanut continues to grow in popularity. According to the American Peanut Council, 79 per cent of Canadian households consume peanut butter at least once a week. For Quebec residents, that number jumps to 88 per cent.

A whopping 85 per cent of the peanuts consumed in Canada are grown in the U.S.

Mindful of its environmental impact, the American Peanut Council has established a task force to measure the U.S. peanut industry's carbon footprint and other indicators of sustainability throughout the supply chain,

from farm through processing. The task force will also collaborate on methods to further improve the sustainability of U.S. peanuts and peanut products.

It is the task force's goal to forge a clear, common understanding of what sustainability means within the peanut industry, and to ensure that various constituencies' (business, academic, consumer) evaluation of peanut sustainability is based on consistent, sound science and appropriate principles. It also aims to provide industry members with goals, tools and support to incorporate sustainability in their business operations.

91% of Canadians think peanuts and peanut butter are a healthy food choice

DID YOU KNOW?

No part of an American peanut goes unused:

- Pelletized peanuts made from the hulls are used for animal feed and fuel.
- Peanut "hay" from discarded vines is used for livestock feed or put back on the land to enrich the soil.
- Emerging uses are being discovered for peanut skins, which contain high levels of antioxidants/ polyphenols.
- Biodiesel is produced from peanut oil.

Go Fetch!

Innovations in technology enhance not only the products we buy, but also how we shop.

For example, Shop Fetch, Madison, Wisc., allows shoppers, through a free mobile app, to scan items on their smart devices as they shop, and instantly apply digital savings, track their spending, and conveniently check out with the use of a single barcode. Through the company's partnership with ShopWell Labs, Inc., shoppers can also personalize their dietary and nutritional needs to help them find the best products for their requirements.

For their part, retailers benefit from more loyal customers: In a study of over 2,000 shoppers, the company found that 42 per cent of Fetch

users shopped more at a store after the launch of the technology. Fetch shoppers also have a 22-per-cent increase in basket size.

"In addition to more valuable shoppers, retailers benefit from the unprecedented granularity of data and insights provided by Fetch," says CEO Wes Schroll.

To implement Fetch, retailers need only be Wi-Fi-enabled and provide their current pricing to Fetch. The program can be integrated into any grocery store. The company is hoping to bring Shop Fetch to Canada in the near future.

fetchrewards.com.





Products to the people

Annalea Krebs, chief influencer of Social Nature (socialnature.com) in Vancouver, has devised an innovative way for U.S. companies to reach their target consumers in Canada.

In a nutshell, Social Nature targets consumers online, uses coupon offers to drive them into stores to try the product, and brings them back online to spread the word through product reviews and social posts.

For example, MELT Organic used Social Nature's platform to launch its Organic Buttery Sticks, made from a blend of virgin coconut oil, hi-oleic sunflower oil, and palm fruit oil. "Social Nature's social network was an integral piece in substantially increasing

our sales in Canada," says MELT marketing manager Andy Query. "This was largely due to consumer advocates becoming aware of MELT through the Social Nature campaign, trying our product in-store, and then sharing reviews and coupons about their experience with their social media network."

For Kim's Simple Meals, an organic, gluten-free vegan line of shelf-stable just-add-water meals, Social Nature executed a similar campaign. It matched Kim's distribution list to its community database, targeting Millennial moms who lived within 10 kilometres of a retailer who carried the product. Kim's then mailed these targeted consumers a VIP coupon redeemable in-store for a free product.

"Within a few weeks of the campaign launching, the company had close to 2,000 'Mom-Influencers' tasting and talking about the product, increasing sales in-store and generating millions of impressions online," says Jon Fish, vice-president, marketing, at parent company Heritage Health Foods. "This increased awareness of our new product launch in-store moved thousands of products off the shelf and generated 15 times higher than average repeat sales."



Get to know US

Meet our *tasteU.S.* cooperators and partners face-to-face at SIAL Canada and the Canadian Produce Marketing Association show – two unique opportunities to learn more about how these organizations can help expand your business with U.S. products.

SIAL CANADA

May 2- 4, 2017
Enercare Centre, Toronto

A listing of USA Pavilion Exhibitors

USDA/U.S. Consulate General
tasteus.com

Acai Roots
acairoots.com

Bariani Olive Oil, LLC
barianioliveoil.com

Castella Imports
castella.com

Citrus World Inc. (Florida's Natural Growers)
citrusworld.com

Crouch's Gourmet Specialties Inc.
crouchsgourmet.com

Food Export Midwest & Northeast
foodexport.org

Ford's Gourmet Foods
bonesuckin.com

Garon Foods, Inc.
garonfoods.com

La Preferida
lapreferida.com

North Carolina Department of Agriculture & Consumer Services
ncagr.gov

Safie Specialty Foods, Inc.
safiespecialtyfoods.com

Secret Aardvark Trading Co
secretaardvark.com

Smartfruit Company
drinksmartfruit.com

Snake Oil Cocktail Mixers & Sauces
snakeoilmixers.com

Southern United States Trade Association (SUSTA)
susta.org

Sunny Sky Products
sunnyskyproducts.com

A listing of U.S. cooperators, firms and organizations affiliated with *tasteU.S.*

* An exhibitor at CPMA 2017 Toronto

American Peanut Council*
Booth #1122
peanutbureau.ca

American Sweet Potato Marketing Institute
americansweetpotato.org

Bard Valley Date Growers
naturaldelights.ca

Blue Diamond Growers
bluediamond.com

California Agricultural Export Council
caec.net

California Cherry Marketing Research Board
calcherry.com

California Cling Peach Growers Advisory Board
calclingpeach.com

California Dried Plum Board
cdpb.org

California Fig Advisory Board
californiafigs.com

California Pear Advisory Board
calpear.com

California Strawberry Commission*
Booth #215
calstrawberry.com

U.S. Showcase

U.S. Food
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Safie Specialty Foods Co., Inc.

Enjoy the delicious, succulent flavours of Safie's newest creations, Organic Sweet Pickled Beets and Crispy Dill Pickled Carrots. Add sophistication to your cocktails, create delectable appetizers, and infuse excitement into your entrees. Safie's Michigan-made products are healthy, gluten-free, and OU kosher.

safiespecialtyfoods.com

Beanfields Snacks

We bring you simple, plant-based snacks that your taste buds love. Our family-owned company is committed to creating always vegan and gluten-free snacks that are better for you and better for the environment. Creators of Beanfields Bean & Rice Chips, where your craving for a crunchy, mouth-watering tortilla chip meets your desire to find a better snack.

beanfieldssnacks.com



Wyoming Gourmet Beef

Wyoming Gourmet Beef is a health-conscious company concerned about the origin, quality and safety of food. Our products use All Natural beef (never any hormones or antibiotics) exclusively from Wyoming, with food traceability back to the ranch. Our Premium Beef Sticks have no MSG or nitrites, and are gluten-free.

wyominggourmetbeef.com

Florida Department of Citrus
floridacitrus.org

Florida Tomato Committee*
Booth #1120
floridatomatoes.org

National Sunflower Association
sunflowerusa.com

National Watermelon Promotion Board*
Booth #930
watermelon.org

Northwest Cherries*
Booth #1109
nwcherries.com

Pear Bureau Northwest*
Booth #1013
usaapears.org

Sunkist Growers, Inc.*
Booth #920
sunkistgrowers.com

Synergistic Hawaii Agricultural Council

Hawaii Coffee Association
hawaiicoffeeassoc.org

Hawaii Floriculture and Nursery Association
hawaiiisflowers.com

Hawaii Papaya Industry Association
hawaiipapayas.com

U.S. Apple Export Council
usaapples.com

USA Rice
riceinfo.com

Washington Apple Commission
bestapples.com

Washington State Fruit Commission*
Booth #1109
wastatefruit.com

Western Growers Association
wga.com

Wonderful Citrus/Wonderful Pistachios & Almonds*
Booth #1301
wonderful.com

National Association of State Departments of Agriculture

nasda.org

State members at CPMA

Florida Department of Agriculture and Consumer Services*
Booth #1601
freshfromflorida.com

New Jersey Department of Agriculture*
Booth #1506
state.nj.us/agriculture

North Carolina Department of Agriculture*

Booth #1639
ncfreshlink.com

Virginia Department of Agriculture and Consumer Services*
Booth #1604
vdacs.virginia.gov

Canadian Produce Marketing Association Convention & Trade Show

May 9 – 11, 2017
Metro Toronto Convention Centre, Toronto

Connecting with Canadians

Canadian food buyers, brokers, and distributors in search of innovative agricultural products and processed foods need look no further than the State Regional Trade Groups (SRTGs) to connect with export-ready U.S. companies.

Consisting of Food Export USA - Northeast, Food Export Association of the Midwest USA, Southern United States Trade Association (SUSTA), and Western United States Agricultural Trade Association (WUSATA), the non-profit SRTGs give small and medium-sized companies the opportunity to travel to Canada to meet with buyers at food trade shows and in outbound missions. At the same time, they sponsor inbound missions in which Canadian buyers can tour company production facilities and meet directly with key personnel. The SRTGs also help companies with funding to promote their products in Canada.

It's a win-win partnership. "Canada is expected to be the top export destination in dollar value for U.S. agricultural exports in 2017," says Alison George, Canadian representative for SUSTA.

Food Export Northeast and Midwest focus exclusively on processed foods, primarily products made from natural and organic ingredients. The organizations' Canadian representative, Kathy Boyce, cites such new and unique offerings as organic maple soda and seltzer, smoked maple syrup, an organic pâté, and essential-oil inhalation patches, to name just a few. "We work with anything that's at least 50 per cent U.S. agricultural ingredients by weight," Boyce explains, "so the types of products can really vary. Most are clean-ingredient and plant-based products, which are trending right now. You also see a lot of allergen-free products coming up."

TW Agencies' Simply Natural brand, launched through WUSATA, is now the Canadian leader in organic pasta sauces and salad dressings.



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Tony Waters, founder, TW Agencies, with daughter Jessica Waters

On a mission

Jessica Waters knows a good product when she sees one – or at least one that meets her brokerage's exacting standards for clean, natural, sustainably-sourced ingredients.

Waters, president of TW Agencies in Vancouver and Toronto, has been attending trade missions organized by the SRTGs for many years.

The SRTGs were the springboard for launching the brokerage's Simply Natural brand by its founder, Tony Waters (Jessica's father), 21 years ago. "We joined up with WUSATA years ago with our brand Simply Natural, says Waters. "It's now the Canadian leader in organic pasta sauces and salad dressings," boasting 31 items in six categories. She says the funding that is provided to companies through the SRTGs has been extremely helpful in launching new products in Canada.

The SRTG trade missions give Waters the opportunity to visit manufacturing facilities and meet with company executives in an efficient way. "I'm able to meet with 25 companies in two days," she says. "From my standpoint, it's sort of like speed dating for business!"

Launch it **LIST IT**



NEW & NOW DISCOVERIES

Refreshing fruit flavours from Astro Athentikos!

Astro Athentikos introduces two consumer favourite yogourt flavours to its Greek yogourt lineup: Peach and Raspberry. High in protein, these refreshing fruit-on-the-bottom yogourt tubs are perfect for breakfast, snacking, or blended in smoothies. With 10g of protein per 100g serving, these delightful treats provide the protein consumers are looking for, and creamy, delicious and familiar flavours.

astro.ca



Infuse your day with freshness

Made with herbs, flowers and spices, deliciously cold-infused in water, plus 35% real fruit juice, Oasis Infusion helps to keep you hydrated all day long. Only 50 calories per serving.

oasisinfusion.ca

Melitta launches 100% compostable pods

Melitta introduces the world's first certified 100 per cent compostable coffee pod. Developed by the University of Guelph's Bioproducts Discovery and Development Centre, these innovative pods are certified 100 per cent compostable by the Biodegradable Products Institute, and are compatible with most Keurig brewing systems, including the new Keurig 2.0 brewers.

melitta.ca

