



## Ethnic & Specialty Food Expo 2007:

### Key Industry Trends

*January 2008*



---

The Government of Canada has prepared this report based on primary and secondary sources of information. Readers should take note that the Government of Canada does not guarantee the accuracy of any of the information contained in this report, nor does it necessarily endorse the organizations listed herein. Readers should independently verify the accuracy and reliability of the information. This report is intended to provide a concise overview of the event, as well as observations and insights on market conditions and trends reflected in the shows, and is not intended to provide in-depth analysis which may be required by an individual reader. Although every effort has been made to ensure that the information is correct, Agriculture and Agri-Food Canada assumes no responsibility for its accuracy, reliability, or for any decisions arising from the information contained herein.

Please address any comments or suggestions you have on this report to:

Katrin Spence [spencek@agr.gc.ca](mailto:spencek@agr.gc.ca) Kirsten Bray [brayk@agr.gc.ca](mailto:brayk@agr.gc.ca)

# Ethnic & Specialty Food Expo 2007: Key Industry Trends

## Table of Contents

- Key Terms ..... 3
- Overview ..... 3
- Ethnic Food ..... 4
  - Industry Overview..... 4
  - Foodservice and Retail Grocery Markets ..... 4
  - Ethnic Gone Organic ..... 4
  - Halal and Kosher Food Markets ..... 5
  - Mediterranean Foods ..... 6
- Specialty Food ..... 7
  - Industry Overview..... 7
  - Specialty Products with Ethnic Flair ..... 7
- Organic Food ..... 8
  - Industry Overview..... 8
  - The Push for Organic ..... 9
  - The “Buy Local” Trend ..... 9
- Conclusion ..... 11
- Company Contact Information ..... 12
- Key Resources ..... 13

# Ethnic & Specialty Food Expo 2007: Key Industry Trends

## Key Terms

**Better-for-you food:** Premium products that offer better-for-you aspects, such as having actively reduced fat, sugar or salt content, while maintaining taste and texture.

**Halal food:** Foodstuff that has been processed according to Islamic law that Muslims are allowed to consume.

**Kosher food:** Food that is prepared according to Jewish dietary law.

**Natural food:** Unprocessed or minimally processed food that remain very close to their complete, original state.

**Organic food:** Foodstuff produced without chemical fertilizers, synthetic pesticides, hormones, irradiation and genetic engineering.

## Overview

The Ethnic & Specialty Food Expo took place September 30 to October 1, 2007 at Toronto's International Centre and showcased new and existing food and beverage products in the Canadian ethnic, specialty and organic retail grocery markets. The event hosted approximately 82 exhibitors and 1,395 attendees. The show drew exhibitors and buyers from around North America, but had a significant Toronto, Ontario exhibitor base, given the city is considered Canada's ethnic food mecca.

The exhibition provided Canadian industry with an excellent platform from which to showcase their new, high-quality and innovative ethnic, specialty and organic food products, as well as take note of key industry developments. Many of such goods and trends are highlighted by category in the following sections.

Products featured at the show ranged the entire spectrum of the food industry, with particular emphasis on healthy, natural, organic, ready-to-eat and portable ethnic and specialty food products. Major industry trends emerging from the event included food manufacturers focusing on ethnic products with added benefits (e.g. organic or natural, ready-made meals), better-for-you specialty food products (e.g. organic or natural, low-fat, low-sugar, glucose-free), and a significant presence of products that support sustainable agriculture and the "buy local" trend.

Agriculture and Agri-Food Canada (AAFC) representatives evaluated key trends affecting the national and international ethnic, specialty and organic food markets at the show. From interviewing companies and gathering a wide variety of product information, AAFC has identified key trends and innovative products present at the trade show, as well as emerging developments in the industry.

## **Ethnic Food**

### **Industry Overview**

As a direct response to increasing consumer demand for healthy and flavourful international cuisines, Indian and Caribbean food showed a significant presence at the show. Due to increased ethnic diversity and global travel in recent years, the burgeoning North American ethnic food sector has moved out of the specialty food category and into the mainstream food industry. In fact, 75% of ethnic food consumption in the United States is now supported by the mainstream population. The popularity of ethnic food in North America is projected to continue along its current growth pattern; ethnic food products make up more than 12% of all retail food sales and are seeing 5% annual growth.

This development will be supported further by Canada's projected visible minority population of 6.3 million to 8.5 million (i.e. roughly one in five Canadians) by 2017, a 56% to 111% increase over the country's 2001 population of 4 million. The majority of this increase is expected to be comprised of South Asian immigrants, whose population may rise to meet that of Canada's Chinese by 2017 (i.e. 1.8 million). South Asian consumer groups will also likely help drive continued demand for Indian, Pakistani, Bangladeshi and Middle Eastern cuisine. However, Chinese, Thai and Vietnamese cuisine currently remain the most popular ethnic fare in Canada.

### **Foodservice and Retail Grocery Markets**

The Canadian foodservice industry is catering to consumer demand for more exotic flavour offerings with restaurants sampling cuisines around the world. Chefs are delighting consumer palates by offering "fusion cuisine", i.e. a blending of international flavours and recipes with Canadian cuisine to create a variety of new and unique dishes. Such foods satisfy the palates of both immigrant and mainstream populations who generally demand different levels of authentic spice and flavourings in their dishes. Foodservice representatives are also hailing curry as the most popular flavour currently entering the sector nationwide, and this was represented well in products showcased at the Ethnic & Specialty Food Expo.

This trend has also crossed over into the retail grocery market. Grocery giant Loblaws, for example, has capitalized on mainstream ethnic food opportunities by developing a line of fusion and authentic ethnic ready-made meals. The President's Choice line of frozen Indian, Thai and Chinese appetizers and entrées offers a wide selection of dinners ranging from butter chicken and chicken tikka masala to pad thai and general tao chicken, all of which cater to today's time constrained consumers.

This Indian food category trend was reflected at the Ethnic & Specialty Food Expo, with the majority of ethnic food exhibitors showcasing Indian food and beverages. Indian simmer sauces, marinades and chutneys; ready-to-eat frozen meals; spices; and tea were widely featured, many of which were natural, organic, and trans fat- or gluten-free. Organic rice and pulses, staples of Indian cuisine, were also prevalent at the event.

### **Ethnic Gone Organic**

The organic and green movements currently sweeping North America are also crossing over into the ethnic food category, and fuelling the emerging "ethnic gone organic" trend. Toronto, home to 41% of Canada's immigrant population and 170 different ethnic groups, is seeing its ethnic food market grow at a rapid pace, which

is, in turn, driving the organic ethnic food category. The Organic Trade Association has found that Asian and Latino Americans are more likely to purchase organic products than their Caucasian counterparts, and many producers are now recognizing the demand for organic ethnic foods. The ethnic gone organic trend was a major development at the trade show with many ethnic food exhibitors showcasing organic ethnic items.

Maureen's Food World is one such company that has identified this market niche and incorporated it into its product line. The manufacturer produces authentic sauces, ready-made Jamaican patties, crackers and cakes from traditional Caribbean recipes, and ensures that their products are made with natural and increasingly organic ingredients. Maureen's Food World caters to the market of 400,000 Canadians of Caribbean descent, as well as the mainstream population interested in exotic food. Increased travel to the Caribbean in recent years also helps support this \$30 million industry.



Plen Organics also combines outstanding Latin American flavour with natural and organic ingredients. The company's empanadas are made with high-quality Canadian wheat and have a multitude of flavours, including beef, chicken, spinach and feta, to appeal to a wide range of consumers. In addition to being organic, Plen Organics' empanadas contain one-third of the fat of regular puff pastry, are trans fat-free and have no preservatives, artificial colours or flavours.



In addition to the growing popularity of prepared ethnic meals for busy consumers, a "back to home Indian cooking" trend was prevalent at the event. Several companies promoted the opportunity of authentic Indian cooking with the aid of sauces and freshly ground, traditional Indian spices or masalas (i.e. spice blends). Improved product quality and an increase authentic flavours and ingredients in recent years, have allowed this category to appeal to more Indian consumers who would have previously only cooked meals from scratch.

Devya Indian Gourmet's simmer sauces, the first Indian food products in Canada to become certified organic, fall into this organic ethnic food segment. Based on traditional East Indian recipes, Devya Indian Gourmet offers four delectable simmer sauces including butter chicken, channa masala, vegetable curry and tandoori marinade. These flavourful sauces can be prepared in 30 minutes or less and offer consumers the convenience of restaurant prepared meals at home, allowing the company to cater to growing consumer demand for healthy and convenient "back to home Indian cooking" options.



### **Halal and Kosher Food Markets**

As consumers continue to become more health conscious, especially in the wake of recent worldwide food scares and the burgeoning green movement, they are increasingly purchasing halal and kosher food (i.e. meat and other food products slaughtered or processed according to Islamic and Jewish law). Whether it be due to humane animal treatment concerns, demand for vegetarian or lactose-free products (i.e. kosher food only), or healthier and safer foodstuff, halal and kosher food are appealing to a growing number of consumers outside of the Muslim and Jewish communities.

This development is presenting considerable opportunity for North American food manufacturers, particularly in Canada, where the Muslim population is expected to reach 1.2 million by 2010, up 50% from the current 800,000. Furthermore, the Canadian market for halal meat products is valued at more than \$214 million, with Muslim households spending an average \$31 per week on such goods, almost double that of non-Muslim households' weekly \$17 expenditure. The United States also holds a lucrative halal market with its Muslim population of eight million to 11 million consumers supporting an estimated \$12 billion industry.

The kosher food industry, while not new to North America, also continues to grow with its 5.2 million Jewish consumer base in addition to a number of non-Jewish consumers that are increasingly buying kosher products for numerous reasons. The United States' kosher food industry was estimated at over US\$7 billion in 2006, while that of Canada was worth roughly \$575 million and supported by approximately 348,600 Jewish consumers in 2001.

A number of halal and kosher food manufacturers were present at the Ethnic & Specialty Food Expo, as well as ISNA Canada's (Islamic Society of North America Canada) Halal Certification Agency, the country's largest halal certification body. Products featured included halal meat (i.e. chicken, beef, mutton, and lunch meat), kosher olives and pickles, and both kosher and halal fish and seafood.

Zain Foods is one such company capitalizing on both the growing halal food market and consumer demand for convenience products with its chilled and frozen halal, ready-made meal offerings. The company produces a number of all-natural, preservative-free, authentic halal entrées for the retail grocery and foodservice sectors. Middle Eastern and South and Central Asian halal dishes range from chicken and vegetable biryanies, to sweet and sour meatballs with noodles, and bukhari rice with vegetables and veal.



Consumers are increasingly turning to ready-made entrées to meet their dining needs. Recent innovative product developments in the sector, including better-for-you, organic, dietetic, and high quality meals with an ethnic flair, are cited as key market drivers. In the United States alone, sales of frozen, ready-to-eat entrées increased 5% between April 2005 and April 2006, representing over US\$2 million in sales.

### **Mediterranean Foods**

Mediterranean foods also had a small presence at the Ethnic & Specialty Food Expo. Products featured included olive oil, olives, cheese, rice, pulses, cereals, pasta, as well as Mediterranean-style coffee. Mediterranean foods (i.e. particularly Greek), cited as a major emerging ethnic cuisine in the North American marketplace, gained huge popularity in 2007. The consumer trend toward wholesome, boldly-flavoured ethnic food has grown considerably in recent years, largely due to Mediterranean cuisine having been marketed as a healthy diet option in the United States since 1993. A Mediterranean diet symbol for packaged foods was released in the United States in late April and has helped further drive the popularity of this cuisine.



## Specialty Food

### Industry Overview

The popularity of specialty food in the United States is rapidly increasing, driven by consumer demand for more flavourful, higher-quality products. Greater levels of international travel and ethnic diversity in recent years are also supporting this trend. The United States' specialty food market generated US\$38.5 billion in sales in 2006, a 13% increase over the 2005 value of US\$34.8 billion. Sales at specialty food retailers grew 40.5% from 2004 to 2006, whereas sales of specialty foods at traditional grocers saw 16% growth. Four categories in particular seem to be dominating the specialty food market. These are sauces, salsas and dips, condiments and cooking oils, and specialty teas. The popularity of these categories, especially gourmet condiments and sauces, was reflected at the Ethnic & Specialty Food Expo, but with a prominent ethnic flair. In the United States alone, specialty condiment sales have reached US\$3.7 billion and account for 16% of all specialty food sales.

### Specialty Products with Ethnic Flair

Perth Pepper and Pestle is one such company that caters to the health conscious, ethnic and gourmet consumer with its broad line of unique gourmet marinades, sauces, jellies and condiments. The company's 13 flavours of red pepper jellies, for example, vary in "hotness" and are offered in regular and diabetic lines. Their spice blends and sweet mustards also reflect the growing ethnic influence in Canada with curry and habanero flavours. For the sweet tooth, Perth Pepper and Pestle offers a new line of Winemasters' Muse Sauces to be drizzled over crepes and French toast including flavours such as Blackberry Chocolate Shiraz, Cranberry Maple Merlot and Maple Wine Jelly.



Everything Maple is also responding to consumer demand for gourmet food with new and bold flavour combinations through its innovative product line that offers a unique twist on an old favourite — maple syrup. The company's barbecue sauces, salad dressings, marinades, condiments, jellies and dessert sauces combine the classic Canadian product with the finest and freshest ingredients to create premium and flavourful products including Maple Roasted Garlic & Parmesan Dressing and Hot Maple Mustard. At the 2006 Ethnic & Specialty Food Expo, Everything Maple won the Most Mentioned and Memorable Product award as selected by attendees in a post show survey.



Island Heat also featured its ethnic-inspired sauces at the show. The company's all-natural gourmet pepper sauces, made only with hot peppers, garlic, canola oil and sea salt, are available in four spicy varieties including both hot and "hot free" pepper sauces, as well as sodium-free hot and "hot free" pepper sauces. This unique blend of natural ingredients reflects current industry trends for healthy, bold flavoured specialty goods.

Kataria Foods International (KFI), which specializes in authentic Indian cuisine for the retail grocery and foodservice sectors, showcased its unique chutney sauces at the show. The company's Indian chutney sauces are available in six flavours, including the popular mild and spicy tamarind date chutneys, and coriander, mint, achari mango, and garlic chili chutneys. These chutney sauces can be used as dips, marinade, salad dressing or sandwich spreads, and add a delicious twist to any meal.



High quality cooking ingredients were also popular items at the Ethnic & Specialty Food Expo. This industry-wide trend is reflective of North America's increasing number of new specialty food stores, which offer high quality cooking options to upper-income consumers. Often referred to as "foodies", these consumers are attracted to using unique, premium ingredients when entertaining and cooking at home. Gourmet wine conserves and sauces, as well as a variety of spices, marinades, and toppings were popular at the event.

Arvinda's products reflect both rising demand for specialty cooking ingredients and the healthy "back to home Indian cooking" movement mentioned earlier. The company's fresh spice blends and masalas are designed to cut down on meal preparation time without sacrificing the authentic taste of Indian cuisine. Arvinda's is a believer in the "slow food" movement (i.e. a concept that supports local producers and seasonally-inspired cooking), and counters the fast food trend. Arvinda's spices are hand roasted and ground into traditional spice blends without the use of additives or preservatives. The company's blends include garam, curry, madras, tikka, and tandoori masalas, and reflect current consumer demand for healthier, more wholesome ethnic meals.



## Organic Food

### Industry Overview

Fuelled largely by the burgeoning green trend in North America, the Canadian organic sector has seen dramatic growth in recent years with consumer demand currently outpacing domestic production. Consumer awareness and demand for organic food and beverages has also greatly increased since the USDA Organic standards logo and certification program was introduced in 2002. Mandatory Canadian organic regulations and certification, set for 2008, are also expected to further drive sector growth. According to AAFC data, Canada's organic industry is estimated to be worth \$1 billion with annual retail sales growth of 20%. Supermarket chains are the top choice for consumers looking to purchase organic products accounting for 40% of all organic food sales. This represents 28% growth between 2005 and 2006.

Growth in the United States organic market is also impressive. The USDA forecasts sales of organic food to reach US\$18 billion by 2008, while the Organic Trade Association is predicting 11% annual growth for fresh food between 2007 and 2010. Produce, and meat, poultry and seafood are projected to see 7% and 31% growth respectively over the period. This industry growth is being driven by the entry of many large organic retail grocery chains, such as Whole Foods Market and Wild Oats,

throughout the United States, as well as greater availability of organic products in traditional retail grocery formats.

### **The Push for Organic**

Organic food remained extremely prevalent at the Ethnic & Specialty Food Expo where the All Things Organic Pavilion more than doubled in size from 2006, with 20 certified organic exhibitors. Organic items were also found scattered throughout the event. Organic foodstuff from all categories were represented at the show including produce, beverages (i.e. alcoholic and non-alcoholic), pasta, baked goods, simmer sauces, snacks, jams and preserves, meat products, and more.

Organic produce prominent at this year's show included potatoes, tomatoes, peppers, broccoli and cucumbers. Sales of organic produce in North America will continue to rise as consumers become more health and environmentally conscious. Organic fruit and vegetables are grown without the use of synthetic pesticides and are not genetically modified, making organic farming ecologically sustainable. The increasing popularity of organic food is playing into the rapidly growing "green movement" in North America, which spans all levels of the food processing, distribution, and retail grocery and foodservice industries.

The Canadian Organic Growers (COG) association was present at the Ethnic & Specialty Food Expo, promoting its upcoming certification program and logo launch, and current program offerings. One of the organization's most recent programs, launched in early 2007, is Growing Up Organic. With the recent industry shift towards increased organic production in Canada, the COG aims to boost the amount of organically grown food being served in institutions (beginning with childcare facilities) through this initiative.

It has been suggested that organic farming produces food with fewer toxic residues and contributes to a healthier ecosystem that is sustainable over the long-term. Growing Up Organic supports this approach and connects children with locally-grown organic food and helps them understand the basic principles of sustainable farming. The program teaches children how to prepare organic food, as well as the benefits of consuming healthy products to help them make healthier choices in their future. Additional program information can be found at [www.cog.ca/guo.htm](http://www.cog.ca/guo.htm).

### **The "Buy Local" Trend**

What started as a grassroots movement, "buy local" has quickly developed into a burgeoning trend worldwide. North American and international markets are increasingly implementing new campaigns to capitalize on growing consumer demand for fresh, locally-grown food. As consumers become more socially responsible, this trend is touching every aspect of the food chain (i.e. from local produce to finished, value-added goods) and impacting the retail and foodservice sectors.

There are numerous drivers of this trend. With the recent, highly publicized cases of food-borne illness, traceability has become a growing concern among consumers. However, with an increasing number of traceability programs in place, consumers can determine where their food comes from and how it is produced. It has been estimated that the average meal in Canada travels 2,400 km from farm-to-table, and with growing environmental concerns consumers are opting to buy local to reduce their "carbon footprint" (i.e. the impact consumers and industry have on the

environment in the form of greenhouse gas emissions). In addition, buying local not only cuts down on food miles but supports small, regional food producers.

Chefs are also responding to consumer demand for fresh, local food by becoming more proactive in sourcing their ingredients directly from farmers and local artisan producers. This trend is pushing the slow food movement in Ontario, which was created to counter fast food and aims to promote local food artisans and farmers, while preserving local ingredients and flavours. The concept supports buying food from local farmers and preparing seasonally-inspired menus. As a result, restaurants are forming exclusive partnerships with local food producers that will supply the outlets with all of their required ingredients for a true farm-to-fork concept.

There was an undeniable push toward supporting local farmers and consuming fresh, locally-grown produce at the Ethnic & Specialty Food Expo. FarmStart, a program that encourages new farmers to develop locally-based and ecologically-sound agricultural enterprises, occupied a mini-pavilion at the show. The organization was established in response to Canada's aging farming population and increase of food produce imports from abroad. FarmStart provides would-be farmers with organically certified land, equipment and support programs at a discounted price in order to help them gain the skills and knowledge necessary to create their own farming business. The organization aims to increase the number of organic farmers and consumers in Ontario; currently only 5% of organic food sold in Ontario are produced within the province. For additional information, please visit [www.farmstart.ca](http://www.farmstart.ca).

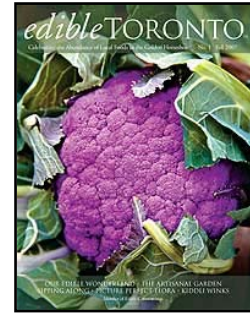


Food Share was another organization promoting the field-to-table concept at the event. Food Share operates many grassroots programs that promote healthy eating, teach food preparation and cultivation, develop community capacity, and create non-market based forms of food distribution. Food Share's policies promote sustainable agriculture, funding of community-based programs and nutrition education. Some of the organization's programs include Field to Table Schools where children are provided with healthier snack and meal options, visits to farms and how to cook and prepare foods. The Community Food Animators program, which runs projects in four streams including fresh food markets, community gardens, community kitchens, and the emergency food sector, is also offered. For more information on these projects, please visit [www.foodshare.net](http://www.foodshare.net).

On the Side Inc. is one company that is committed to supporting local farmers by purchasing all of its ingredients from farmer's markets in Southern Ontario and using what is in-season. The organization's Smiling Green Tomato chutney, which was launched at the Ethnic & Specialty Food Expo, is processed within days of picking to ensure optimal freshness and nutritional content. On the Side's production practices adhere to geographical limits and ecological farming practices that restrict the use of synthetic pesticides.



Edible Toronto, a new magazine celebrating local foods in Ontario's Golden Horseshoe area, was promoted at the expo. This free quarterly publication, which was launched in September 2007, highlights local food producers, farmers markets, seasonal ingredients, restaurants and recipes. For information on where to pick up your copy, please visit [www.edibletoronto.com](http://www.edibletoronto.com).



The concept of buying local is also being incorporated into some university foodservice operations throughout North America. The University of Toronto is one institution that has adopted this approach through Local Flavour Plus (LFP), a program that supports a local and sustainable food supply and promotes the sale of locally-grown food products in institutions. LFP is a linkage program between certified LFP producers and processors and institutional foodservice systems. Institutions agree to purchase LFP certified foods as a percentage of total food purchases and commit to annual purchase increases. To become LFP certified, producers must implement and support sustainable and local production, which is defined as being within a 200 km radius of consumption; promote fair and safe working conditions for their employees; provide healthy and humane care for livestock and raise them traditionally (e.g. no antibiotics, no animal bi-products); practice energy conservation during production, packaging and transportation; and reduce or eliminate the use of pesticides, fertilizers and genetically modified products.

## Conclusion

Major trends identified at the Ethnic & Specialty Food Expo provide the Canadian food and beverage industry with an overview of product developments and marketing focuses taking place in both the Canadian and North American marketplace. Due to increased consumer demand for healthier, more flavourful and exotic food options; busier consumer lifestyles; and the "greening" of the North American food and beverage industry, growth in the market sectors highlighted in this report is likely to continue through the foreseeable future. These trends have also placed many new interesting and challenging pressures on producers (e.g. minimally produced and/or organic production practices, food miles), in addition to those of traditional production and marketing channels. Canadian food and beverage companies, in particular those involved in exporting and importing products, should be aware of such trends and product innovations currently impacting the industry, as they often identify the future direction of the food and beverage market and major trends to take place.

## Company Contact Information

### Arvinda's

1334 Creekside Drive  
Oakville, ON L6H 4Y2  
Tel: 905-842-3215  
[info@arvindas.com](mailto:info@arvindas.com)  
<http://www.arvindas.com>

### Devya Indian Gourmet

689 Tuxford Drive  
Milton, ON L9T 5L3  
Tel: 905-875-1606  
Fax: 905-875-4139  
[info@devyaindiangourmet.com](mailto:info@devyaindiangourmet.com)  
<http://www.devyaindiangourmet.com>

### Everything Maple

23 Ward Ave., RR2  
Orillia, ON L3V 6H2  
Tel: 705-325-8945  
Fax: 705-325-1720  
[everythingmaple@rogers.com](mailto:everythingmaple@rogers.com)  
<http://www.everythingmaple.com>

### Island Heat

37 Mariposa Ave.  
Toronto, ON M6N 4A3  
Tel: 416-762-0821  
[shobhachinyan@rogers.com](mailto:shobhachinyan@rogers.com)

### Kataria Foods International (KFI)

81 West Drive  
Brampton, ON L6T 2J6  
Tel: 800-387-2585  
Fax: 905-452-1324  
[kfi@kficnada.ca](mailto:kfi@kficnada.ca)  
<http://www.kficnada.ca>

### Maureen's Food World

7-8145-130<sup>th</sup> Ave.  
Surrey, BC V3W 7X4  
Tel: 604-5943384  
Fax: 604-594-3304  
[maureensfoodworld@telus.net](mailto:maureensfoodworld@telus.net)  
<http://www.maureensfoodworld.com>

### On the Side

82 Concord Road  
Toronto, ON M6H 2P1  
Tel: 416-588-5731  
[ontheside@sympatico.ca](mailto:ontheside@sympatico.ca)

### Perth Pepper and Pestle Co.

29 Benwick Street East  
Perth, ON K7H 1B4  
Tel: 613-267-7737  
Fax: 613-267-3648  
[perthpepperandpestle@bellnet.ca](mailto:perthpepperandpestle@bellnet.ca)  
<http://www.perthpepperandpestle.ca>

### Plen Organics

2222 South Sheridan Way #208  
Mississauga, ON L5J 2M4  
Tel: 905-403-8500  
Fax: 905-850-9421  
[service@plenorganics.com](mailto:service@plenorganics.com)  
<http://www.plenorganics.com>

### Zain Foods

538 Laird Blvd.  
Ville Mont-Royal, QC H3R 1Y4  
Tel: 450-435-0535  
Fax: 450-435-8365  
[ricelinks@videotron.ca](mailto:ricelinks@videotron.ca)  
<http://www.ricelinks.com>

## Key Resources

- (2007) "Med diet symbol set for launch in the US". <http://www.foodnavigator-usa.com/news/>
- Agriculture and Agri-Food Canada (2004). "Certified Organic" The Status of the Canadian Organic Market in 2003. [http://www.agr.gc.ca/misb/hort/org-bio/pdf/OrganicsREPORT2003\\_e.pdf](http://www.agr.gc.ca/misb/hort/org-bio/pdf/OrganicsREPORT2003_e.pdf)
- Food and Drink (May/June 2006). 'Next Big Thing'. <http://www.fooddrink-magazine.com/content/view/190/66/>
- Food In Canada (July/August 2007). Ethnic Flavours. [http://www.bizlink.com/foodfiles/archive\\_july\\_2007.htm](http://www.bizlink.com/foodfiles/archive_july_2007.htm)
- Food In Canada (March 2007). New Traditions. [http://www.bizlink.com/foodfiles/PDFs/mar2007/new\\_traditions.pdf](http://www.bizlink.com/foodfiles/PDFs/mar2007/new_traditions.pdf)
- Food In Canada (October 2006). A World of Flavour. [http://www.bizlink.com/foodfiles/PDFs/oct2006/food\\_world\\_flavour\\_oct06.pdf](http://www.bizlink.com/foodfiles/PDFs/oct2006/food_world_flavour_oct06.pdf)
- Foodservice and Hospitality (July 2005). Feast from the East. <http://www.foodserviceworld.com/foodservice-and-hospitality/index.html>
- Grocer Today (January/February 2007). The Better-For-You Bazaar, pgs 17-23.
- Now Magazine (September 21-27, 2006). U of T's Plate-Side Revolution. [http://www.nowtoronto.com/issues/2006-09-21/news\\_story8\\_p.html](http://www.nowtoronto.com/issues/2006-09-21/news_story8_p.html)
- Specialty foods driven by quest for premium (Oct. 19, 2007). Food Navigator USA. <http://www.foodnavigator-usa.com/news/ng.asp?id=80729-mintel-specialty-foods-premium-ethnic>
- Specialty Food Magazine (2007). The State of the Specialty Food Industry 2007. <http://www.specialtyfood.com/do/educationalResources/ViewItem?id=63>
- The Globe and Mail (2007). The Future of Food: 28 ideas, trends and businesses that are changing how—and what—we eat. <http://www.reportonbusiness.com/servlet/story/RTGAM.20071025.rmfood1025/BNStory/specialROBmagazine/home>
- The Organic Report (July 2007). News and Trends, pgs. 12-13, 20, 43-44.