



News Release

For immediate release

GOVERNMENT OF CANADA SUPPORTS THE AGRICULTURE INDUSTRY IN INTERNATIONAL MARKETS

OTTAWA, Ontario, April 7, 2009 – The Government of Canada today launched a new program to help Canadian farmers and exporters sell more products to more international customers. This new Trade and Market Development Program is part of the new *Growing Forward* agricultural framework.

“You have to create opportunities in international markets to have a competitive farm gate here in Canada,” said Federal Agriculture Minister Gerry Ritz. “By supporting Canadian exporters, we are increasing opportunities for everyone all along the value chain, from farm gate to fork.”

“This program is another way to help agriculture exporters expand opportunities across international borders,” said the Honorable Jean-Pierre Blackburn, Minister of National Revenue and Minister of State (Agriculture).

The Trade and Market Development program will make sure exporters have the information and support they need to sell more products in more markets. It includes a range of initiatives to bring industry success in global and domestic markets. The program will help equip the sector to seize market opportunities and address emerging challenges.

A key component of the program is the AgriMarketing program which will sell more of Canada’s safe, high-quality world-class products around the world. For example, the program will help exporters by ensuring the Canada Brand maple leaf is on promotional materials, raising the profile of the good, healthy food our farmers produce.

Growing Forward is a new commitment to Canada's farmers and associated industries that is focused on achieving results, reflects input from across the sector, and will deliver programs that are simpler, more effective and tailored to local needs.

For additional information about the Trade and Market Development Program, please visit <http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1238587686348&lang=eng>.

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