



For Immediate Release

## **Ethnic & Specialty Food Expo Celebrates Cultural Diversity and *All Things Organic*<sup>TM</sup>**

**Monday, July 22, 2007 (Toronto, Canada)** – The second annual Ethnic & Specialty Food Expo including All Things Organic<sup>TM</sup> pavilion revisits Toronto this fall, bringing a delectable array of culturally diverse, specialty and organic foods. The show runs from September 30<sup>th</sup> to October 1<sup>st</sup> at the International Centre (6900 Airport Road).

Visitors to the expo, including large chain super markets, restaurants, hotels and hospitals, can enjoy educational seminars, cooking demonstrations as well as individual food manufactures and importers/exporters.

The ethnic food market is being driven by southern Ontario's 2.78 million ethnic consumers who hunger for familiar foods coupled with the push by urban mainstream for healthier, more adventurous cuisine. The Greater Toronto Area, one of the worlds' most diverse cities, is home to 41 percent of Canada's three million immigrants. There are more than 170 different ethnic groups in Toronto and almost 100,000 immigrants move to Toronto each year.<sup>1</sup>

The specialty food market is particularly strong in Toronto; the many multi-ethnic communities provide a nurturing ground fostering a rapidly growing specialty food sector. Specialty processors reflect Toronto's vibrant multi-ethnic community and its export connections abroad. About 25 percent of all food processing plants within Toronto are considered to be making specialty products. Specialty foods have grown about twice as fast as the average for the cluster and are expected to grow at 12 percent a year in the coming five years – compared to 5 percent for the rest of the cluster.<sup>2</sup>

The organic food market has shown a 20 percent annual growth rate, with 71 percent of Canadians having tried organic food and almost 6 million regular purchasers. Toronto, and its adjoining communities have large populations that are affluent, aging and well traveled – they care about the environment and seek healthier more authentic foods.<sup>1</sup>

The Ethnic & Specialty Food Expo including the All Things Organic™ pavilion, now in its second year, is produced by Diversified Business Communications (DBC) Canada. DBC, based in Portland, Maine, provides information and market access through trade exhibitions, magazine publishing, and online resources on four continents. Other exhibitions in Diversified's cultural food and organic portfolio include Expo Comida Latina, All Asia Food Expo, Kosherfest, and All Things Organic™. Diversified serves a number of other industries including natural and organic products, complementary and natural health care, seafood, and business management. For more information, visit: [www.divbusiness.com](http://www.divbusiness.com)

Show Dates: Sun. Sept. 30<sup>th</sup> – Mon. Oct. 1<sup>st</sup>, 2007  
Location: International Centre, 6900 Airport Road  
Hours: Sunday – 10am - 6pm  
Monday – 10am - 5pm  
Website: [www.ethnicandspecialtyfood.com](http://www.ethnicandspecialtyfood.com)

1. Statistics Canada  
Agriculture and Agri-food Canada Food Bureau Report. *Influence of Immigration on the Ethnic Food Market in Canada, 2.2 Current Trends*  
Organic Trade Association  
Toronto Fact Sheet, [www.city.toronto.on.ca](http://www.city.toronto.on.ca)
2. City of Toronto  
Toronto's Key Industry Clusters  
[www.toronto.ca/economic\\_profile/food.htm](http://www.toronto.ca/economic_profile/food.htm)

NB: Photos available upon request

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