

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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### **Report Highlights:**

Plans to Develop New Trade Corridor in Northgate, Saskatchewan Pushes Forward \* Federal Government Supports Canadian Poultry Research \* The Link between Sochi Olympics and PEI Potatoes? A Gold Medal and an Elite Athlete

## **Current Canadian Agriculture Issue 4**

### **Plans to Develop New Trade Corridor in Northgate, Saskatchewan Pushes Forward:**

The next step in establishing a new commodities logistics hub including two efficiency rail loops, each capable of handling unit train of up to 120 railcars, in Northgate Saskatchewan has completed another step. Ceres Global Ag Corp. announced that it has received approval from both U.S. and Canadian federal border agencies to link the future Saskatchewan terminal to a rail line operated by BNSF. One rail loop will be dedicated to grain handling and shipping, and the other to transporting and shipping oil. While the project was first announced in February 2013, however approvals, permits and agreements between partners took longer than expected and construction on the plant is expected to commence now in the spring of 2014. The capital cost of the budget is 90 million dollars. The hub will provide an alternative trade corridor for grain going to U.S. customers and ports and help, in part, to relieve some of the bottlenecks that occur when the focus is on getting grain to ports on the West coast. The grain facilities at the terminal are expected to handle 1 million metric tons of grain a year. In crop year 2012/2013, Canada exported over 20 million metric tons of grain and oilseeds to the United States.

**Federal Government Supports Canadian Poultry Research:** In a recent [press release](#), the Canadian Agriculture Minister Gerry Ritz announced an investment of C\$4 million to the Canadian Poultry Research Council (CPRC). The research is to focus on helping the poultry processing industry remain competitive, while addressing consumer concerns about poultry welfare and environmental preservation. The research will include developing new vaccines, reducing the environmental footprint of poultry farms and providing poultry farmers access to specialized training opportunities. While all poultry related research initiatives remain under industry leadership, Agriculture and Agri-Food Canada's (AAFC) researchers will collaborate in priority areas, including developing viable alternatives to the use of dietary antibiotics in chicken production.

CPRC was formed in 2001 to provide poultry industry research funding on behalf of its five members: Chicken Farmers of Canada, Canadian Hatching Egg Producers, Canadian Poultry and Egg Processors Council, Egg Farmers of Canada and Turkey Farmers of Canada. The current federal support builds on research funding previously received through AAFC's Canadian Agri-Science Clusters Initiative as part of *Growing Forward 1*. This new investment is made through the Industry-led Research and Development stream of AAFC's AgriInnovation Program, a five-year, C\$700-million initiative under *Growing Forward 2*. According to a 2012 CPRC [report](#), federal funding represented 48 percent of the total funding received by the Council since its creation in 2001. Other funding sources were provincial governments (21 percent), CPRC members (21 percent) and other industry sources (10 percent). Total funding received by the Council up until 2012 amounted to just over C\$13 million.

For more information please consult the following links:

[Growing Forward 2](#) (Agriculture and Agri-Food Canada)

[AgriInnovation Program](#) (Agriculture and Agri-Food Canada)

[Canadian Poultry Research Council](#)

### **The Link between Sochi Olympics and PEI Potatoes? A Gold Medal and an Elite Athlete**

Canadians Kaillie Humphries and Heather Moyse made history at Sochi Olympic Games when they

won the gold medal at bobsleigh, to become the first women bobsledders to repeat as Olympic champions (their first gold medal was won at the Vancouver Olympics in 2010). Little is it known, though, that what makes Heather Moyse special to the Canadian produce industry is the fact that she is a brand ambassador for Prince Edward Island (PEI) potatoes. A recent newspaper [article](#) details on the link between the sportswoman and the potato industry in Canada's largest potato producing province. Moyse is a Summerside, PEI native. Summerside is also the location for the PEI Potato Board office. Three years ago, the Board decided to sponsor the athlete and these days the proud potato growers are probably overjoyed about their choice.

As the article points out, Moyse's "fresh-faced enthusiasm and media-savvy talents made her ideal to talk about the nutritional benefits of potatoes; [she] is a year-round role model for making potatoes part of a healthy diet, [and] she's ready to punch holes in the myth that carbohydrates don't deserve a place on the plate". Promoting the consumption of produce is not an easy task, but it is not without success either. The article mentions the example of how bananas became intertwined with South African marathons and synonymous with what to eat before and after a race. It is also hoped that Moyse's celebrity will lift the entire potato category, not just the PEI brand. To this end, the article gives the example of a product launch of grape tomatoes in Australia in 2001, which won the 2003 SIAL D'Or prize for the World's Best New Fruit & Vegetable Product. At the time, the marketers feared a cannibalization in the tomato category, but in fact the opposite happened, as the entire tomato category grew. After the gold win, Moyse's profile just got bigger, and so did the hopes of Canadian potato growers.