



FLAVOURFUL

CANADIAN FOOD  FOR INTERNATIONAL TABLES

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Flavourful Magazine – 2009/10 Season

Agri-food exports are a big business. In 2006, Canada's agri-food exports accounted for US\$27.9 billion, making us the world's fifth largest exporter of such products.

The Canadian brand and the power of our collective identity are highly regarded. We have a positive image and strong reputation in the global business community. We export high-quality products. These advantages will position Canadian exporters to carve out niche markets that meet end-consumer needs. Continued promotion of the Canadian brand is important to our success abroad. Low-cost producers from other countries will not be able to mimic this strategy.

For the last three years, *Flavourful* magazine has successfully showcased the values that Canadian innovation and superior quality products bring to markets around the world. In order to ensure we continue to promote Canadian products to the best of our ability, we feel it is time to make some changes to get more focused on specific markets.

"Flavourful represents Canada's bounty of agri-food products on behalf of a cross section of ag sectors.

It is the avenue for importers to explore the diverse range of products that Canada has to offer.

Consistent with AAFC's Brand Canada objectives,

Flavourful builds on Canada's long-standing reputation as a supplier of top quality products backed by the highest standards in food safety and traceability."



Targeting Your Customers

This spring, a number of associations and companies were interested in *Flavourful* but could not participate until the Fall 2009 issue. As a result we targeted our efforts, publishing *Flavourful Japan* – a Special Japanese Edition. The publication was only printed in an English/Japanese split, and was distributed at Foodex in Japan, as well as to Canadian embassies, food distributors, hospitality businesses, and restaurant associations in Japan.

By concentrating on one specific market, we were able to put together a much more focused publication. Participants were able to create their double page spreads around a Japanese audience, and could therefore be much more specific with their message. There was very positive feedback from the special edition and we would like to continue in this direction this fall.

Testimonials

“Thank you very much for the great work on this excellent communication tool. The Flavourful magazine is beautiful and thus very popular among our Chinese contacts.”

– Yao Xu (Maggie) at the Canadian embassy in Beijing

“The bison industry got involved in Flavourful to enhance the profile of the bison industry globally. In addition to familiarizing other markets with bison, it also assisted the industry in familiarizing officials and others with the fact that there is an active bison industry in Canada.”

– Terry Kremeniuk of the Canadian Bison Association

“I’m glad we were able to take advantage of this excellent opportunity!”

– Erin Hull of Dow AgroSciences

Distribution

Flavourful will continue to be published twice a year, with a Spring and Fall edition, but each issue will be concentrated on the major tradeshow that is taking place in that season. The key tradeshows where *Flavourful* will be distributed are:

- Fall 2009: Anuga – Germany
- Spring 2010: Foodex – Japan
- Fall 2010: Sial – France

Participants will receive up to 500 complimentary copies to send to clients and export contacts. Additionally, approximately 1,000 copies will also be distributed to the Canadian embassies in the target country. Lastly, a direct mail list of major food



distributors, food media, hospitality businesses, and restaurant associations globally will receive the magazine with a focus on the tradeshow's host country. This brings total distribution to 4,000+ copies.

Languages

- Each issue of *Flavourful* would be printed in only one language split – English and the tradeshow host country's language.
 - For example, Anuga is taking place this fall in Germany so the language split for the Fall 2009 issue will be English/German.
 - Next spring we will target Foodex in Japan, so the language split for the Spring 2010 issue will be English/Japanese.
- If there is a need, a third language could be added to support distribution in additional markets as decided by the group (at an additional cost)

Expanding Our Reach

In an effort to promote *Flavourful* to a larger audience, and expand the use, we have begun research on tools that can support the magazine and further promote our participants. Proposed tools include:

- Co-op Participation – in an effort to allow small groups and associations to participate in *Flavourful*, while still accessing CAFI funding, groups can purchase a double page spread together. The groups' double page spread would then be broken into subheads for each company involved, and the contact information for each company will be included in the contacts page found in each issue.
- Flavourful Magazine Web Site – could include the participants' contact information and/or links to their web sites, as well as archives of the magazine.
- Flavourful E-magazine – we will create an on-line version of the magazine that groups can send out to members/clients/etc or can link to from their web sites.
- Display Boxes – to ensure the magazine is properly promoted and displayed magazine holders and tips on how to use *Flavourful* will be shipped with the magazine.



Participation

Issues Ink will work with each participating association to develop the content for their pages, which will be focused on the specific market where the tradeshow is taking place. As in the past, stories will continue to be consistent with the Brand Canada initiative, and incorporate the look and content of the Brand Canada pillars.

- Participation in the Fall 2009 issue of *Flavourful* is priced at \$7000 net.
- Companies and associations who book now for both the Fall 2009 and Spring 2010 issues of *Flavourful* will receive a 15% booking discount.



Flavourful Distribution Summary

Spring 2009 (Special Japanese edition)

Trade Partners

Major international food distributors, hospitality businesses, and restaurant associations, and international food media IN JAPAN ONLY.	
Total	88

Participating Organizations

Association	Number of Copies
AAFC (distributed at Foodex)	400
AAFC (in-house)	25
Canada Pork International (distributed at Foodex)	500
Hakuhodo (CPI's agency in Japan)	500
Canadian Bison Association	1000
Dow AgroSciences	500
Total	2,925

Canadian Embassies

Embassy	No. of Copies
Tokyo, Japan	750
Atlanta, U.S.	10
Taipei, Taiwan	50
Total	810

Total Distribution = 3,823

