



# Growing your Ontario Business

## Business Development Branch Overview



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# Business Development Branch (BDB)

Ontario Ministry of Agriculture, Food and Rural Affairs

## **BDB Vision:**

Sectors are thriving, sustainable, market responsive and globally competitive.

## **BDB Mission:**

Provide knowledge, connections and resources to enhance the capacity of businesses to realize returns from the marketplace.



# Business Development Branch (BDB)

## Our objectives:

- Ontario is the location of choice for business investment
- Ontario businesses are well-informed to make sound decisions
- Ontario businesses are innovative and competitive
- Ontario products and services are the choice of domestic and international customers



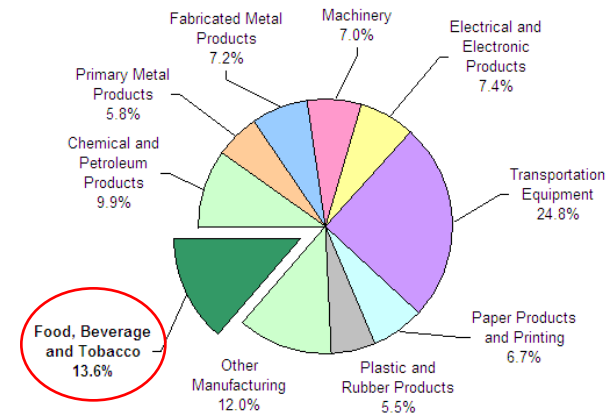
***Why do we work with the food & beverage industry?***



## Economic Significance

- Food and beverage processing is Ontario's second largest manufacturing sector, contributing over \$10B to the province's GDP.
- It is a major employer, employing about 96,000 people in 3,000 establishments located in communities across the province.
  - Over half are located in the Greater Toronto Area.
- Food and beverage processors are key links in the agri-food supply chain, purchasing about 65% of Ontario's food-related farm production and creating demand for innovative, value-added agricultural products.

GDP by Manufacturing Industries, Ontario, 2010



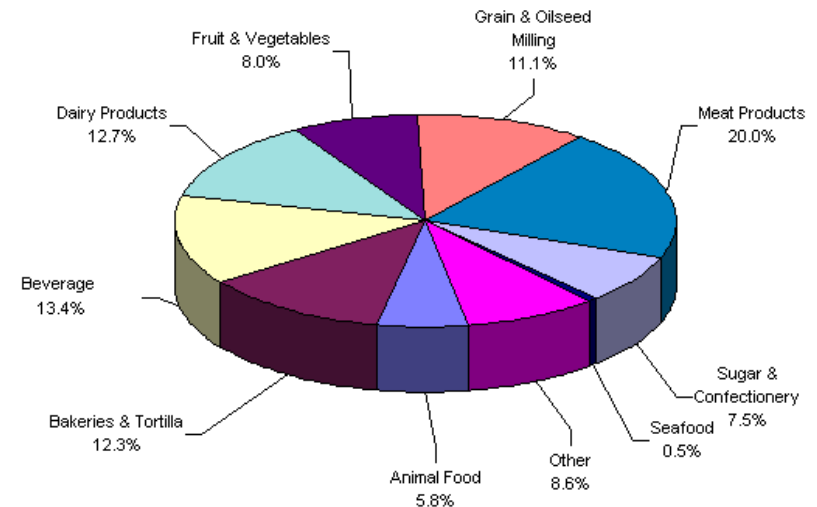
Sources: Statistics Canada (Table 379-0025), Ontario Ministry of Finance, and OMAFRA for additional calculations



# Industry Structure

- Ontario's food and beverage processing sector is the largest and most diverse in Canada. It generates about \$34B in revenue from goods manufactured, accounting for about 40% of Canada's total.

Food Processing Value of Shipments, Ontario, 2009



Source: Annual Survey of Manufacturing, Statistics Canada 2009

- The industry is a diverse mix of sub-sectors, each with its own business models, production practices and supply chains. The three largest sub-sectors are meat (\$6.8B), beverage (\$4.5B) and dairy (\$4.3B).







## BDB Strategies



Helping companies grow their food processing business with:

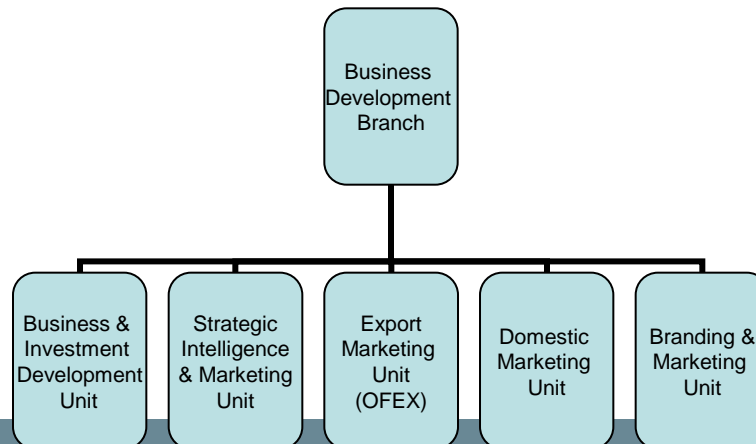
- the **knowledge** to help companies make better business decisions
- the **connections** to help companies maximize their opportunities for growth and development
- the **resources** to keep companies current in a competitive environment





## BDB Areas of Focus

- Influencing business expansion / retention and attracting new investment within the food & beverage processing sector
- Promoting consumption of local Ontario foods, Foodland Ontario program
- Helping food and beverage companies identify and maximize their export opportunities, Ontario Food Exports (OFEX)





## What We Do

### Business Development through Investment Attraction and Retention

- Promotion of government programs
- Assist in investment decision-making process
- Services for food processors and small-medium-sized rural manufacturers

### Marketing and Trade

- International exporting services
- Domestic Foodland Ontario & the Pick Ontario Freshness Strategy



## Business Development Branch



### Knowledge: It's yours for the asking

Our team will work to:

- meet your wide range of information needs
- help you access the essential information you need to make the most informed decision
- provide a complete perspective on government regulations at all levels

Examples include online e-guide to funding programs:

[http://www.investinontario.com/resources/government\\_programs.asp](http://www.investinontario.com/resources/government_programs.asp)



# Food Industry Communication Bulletin

- Communications Bulletin with interesting and “need to know” tidbits for the food and beverage industry. Read about the latest funding programs, consultations, regulations, events, workshops and more.

## FOOD BULLETIN

*MAY 2012*

Hello Wine Council of Ontario,

Welcome to the May issue of the Food Bulletin where we have information on some upcoming deadlines, opportunities to have your say, plus some new resources that may help your business. You'll read about Health Canada's draft guidelines on the use of the term “prebiotic(s)” and the opportunity to contribute your thoughts on these guidelines. We're also giving you a heads-up about the fast-approaching May 11 deadline to register for the “Understanding GFSI” workshop being held on May 29. Meanwhile, we'll continue to keep you informed about the news and opportunities that matter most to food and beverage manufacturers.

### Industry News

[Steve Peters joins the AOFB](#)

[Consultation on the use of the term Prebiotic – Health Canada](#)

[Consultation on Abuse of Dominance Guidelines – Competition Bureau](#)

[Health Canada now allows some health claims related to fat replacement](#)

[Student placements for Toronto food processors](#)

[Bloom Centre for Sustainability launches BLOOM IQ™](#)

[University of Guelph Establishes Food Institute to Promote Innovation, Action](#)



## Business Development Branch



### **Connections:**

**We'll plug you into a network of possibilities.**

Our team can connect you to:

- key industry stakeholders that can best meet your business needs
- communities of service providers and researchers
- government agencies and organizations





## Business Development Branch



### Resources: You'll be well supplied

Our team can:

- identify programs and services, publications, seminars and workshops to keep you on top of trends and key industry topics
- help guide you as you develop and implement strategies focused on honing your winning edge



# Knowledge, Connections & Resources

- Marketing and new product strategies
- Getting an edge with research
- Co-packing and new business opportunities
- Improving your food safety and quality procedures
- Building your workforce
- Complying with regulations – processing, health, environment, worker safety, etc,
- Managing energy costs
- Financing options



# Business Development Branch



## Sample Programs

- [Small Business Internship Program](#): Financial support to hire a post secondary student intern to assist businesses in their adoption of e-business strategies to increase their productivity and competitiveness.
- [SMART Prosperity Now](#): Funding is to provide support to Southern Ontario manufacturers who will conduct Productivity Enhancement Projects that invest in product and process improvements to develop and / or expand your export opportunities and global competitiveness.
- [Growing Forward Business Development for Farm Businesses](#): Funding can be accessed for costs related to training, business plan development and business plan implementation.
- [Rural Summer Jobs Service Program](#): A \$2-per-hour-per-student hiring incentive available for eligible Ontario employers to create summer job placements.



# Incoming Investment Development

## Business attraction

- Strategic market areas
  - USA, Europe, Brazil
- Sector focus
  - Food processors
  - Bio-products
    - Ethanol
    - Bio-Diesel



Kellogg groundbreaking



## Export



### **Ontario Food Exports (OFEX) Links *Food Buyers with Sellers***

- Buyers
  - Brokers, Distributors, Traders
- Trade Events
  - PROFIT International and PROFIT New-to-Exporting Seminars
  - Missions
    - Incoming and Outgoing
- Regulatory information related to border crossing





# MINISTRY OF AGRICULTURE, FOOD AND RURAL AFFAIRS


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## Ontario Food Exports

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## Pillitteri Estates Winery

**This Ontario winery has evolved into a thriving international business**

After years in the horticulture business, Gary Pillitteri fulfilled his lifelong dream of creating a winery, by starting **Pillitteri Estates Winery** with his son Charles Pillitteri, now the CEO, in 1993. Fully-owned and operated by the Pillitteri family, the company has grown into the largest estate icewine producer in the world and is number one in estate winery exports.

With a focus on premium wines, ice wine accounts for half of Pillitteri's production and the other half is aromatic white wines, such as Riesling and full-bodied reds. In Canada, Pillitteri sells its products to the LCBO, Ontario restaurants and at its winery, which receives more than 100,000 visitors a year.

Pillitteri Estates' location, in the tourist destination of Niagara-on-the-Lake, inspired the company's first exporting venture. "Almost 50 per cent of our visitors are from Japan, China and Korea and we generated so many icewine sales from our Asian visitors that we decided to export there," says Charles Pillitteri. Today the company exports to more than 30 countries worldwide, including China, Japan, Korea, Mexico, Russia, Germany and the US. Around the globe, Pillitteri's well-known icewine brands are



## Higher Value Jobs

- Shift to higher value jobs
- Employer of choice

## Expanded Market Reach

- Maximized local markets
- Growing presence in emerging global markets

## Ontario as a destination for food industry investment

## Innovative, Value-Added Industry

- Produces products that meet evolving demands
- Improved production processes

## Globally Competitive

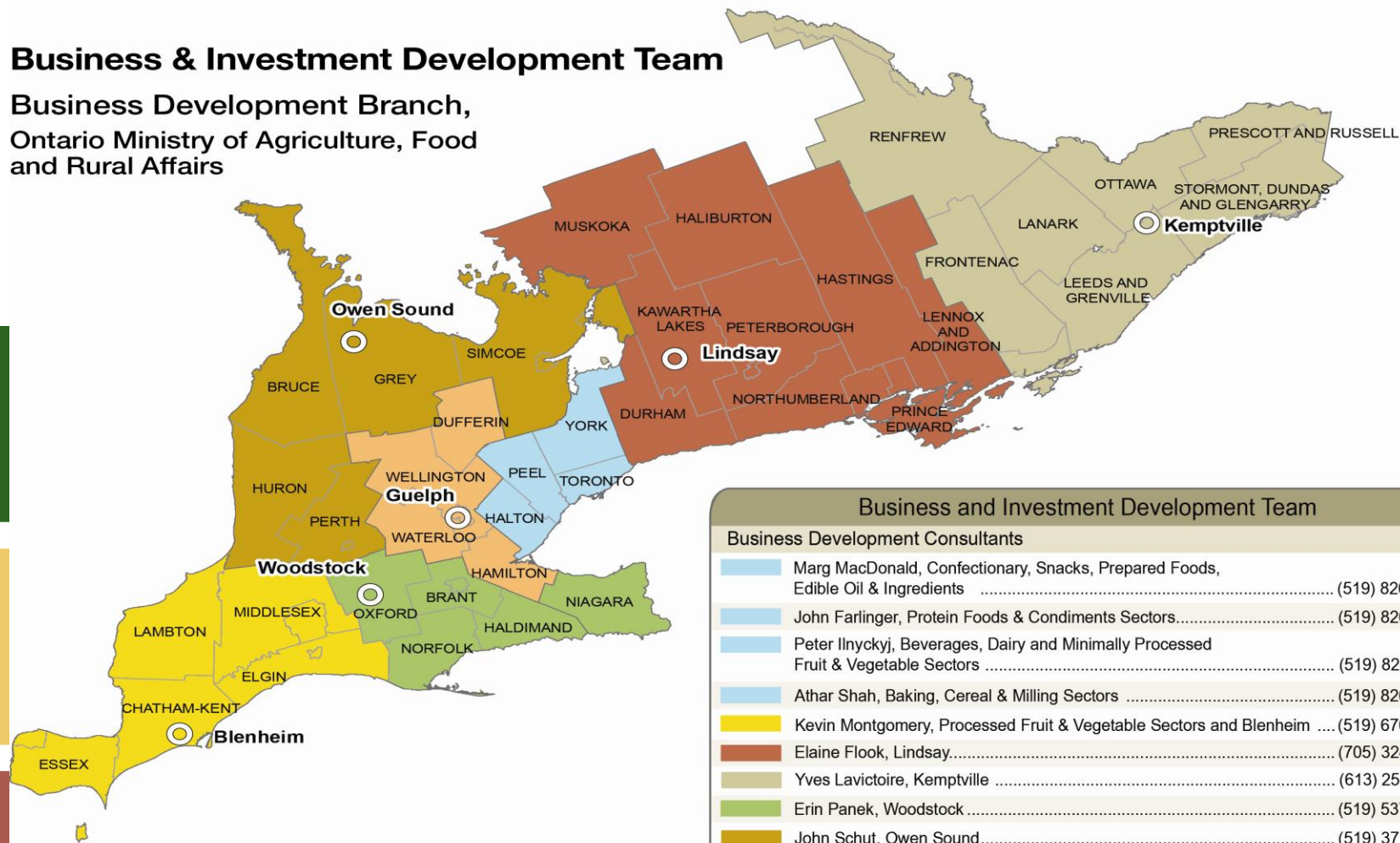
- Increased productivity
- Improved environmental performance
- Increased investment

## Effective Value Chains

- Improved communication and collaboration
- Increased market opportunities

# Business & Investment Development Team

Business Development Branch,  
Ontario Ministry of Agriculture, Food  
and Rural Affairs



## Business and Investment Development Team

### Business Development Consultants

Blue	Marg MacDonald, Confectionary, Snacks, Prepared Foods, Edible Oil & Ingredients .....	(519) 826-4457
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### Investment Attraction Consultants

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### Senior Business Advisor

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# Contact Information

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