



**For Immediate Release**

## **Canada's agri-food exporters unveil top priorities**

*Priorities, accompanied by a refreshed brand, highlight important opportunities for Canadian agri-food trade*

**Ottawa, Ontario – March, 28, 2022** – The Canadian Agri-Food Trade Alliance (CAFTA) is pleased to unveil today a refreshed set of priorities to help power Canada's post-pandemic recovery. These priorities serve as a roadmap for the Government of Canada to accelerate Canada's economic recovery through increased market access and free-trade.

"Our updated priorities represent the enormous opportunities Canada's agri-food exporters can seize in global markets," said Dan Darling, President of the CAFTA. "For our members, competitive access to international markets is our lifeblood. These priorities leverage the fact that we export more than half of everything we produce and that we need to be selling our products in every corner of the globe."

CAFTA's priorities include:

1. Opening new markets for Canadian agri-food by prioritizing trade talks with the UK, ASEAN, and Indonesia while also supporting the continued expansion of the Comprehensive Progressive Trans-Pacific Partnership (CPTPP).
2. Upholding the rules-based trading system by increasing Canada's leadership in international fora and at the WTO as well as ensuring trade agreements are implemented efficiently and enforced effectively.
3. Strengthening the collaboration between industry and government to improve accountability and transparency so that opportunities are maximized, and risks are mitigated.

To accompany these priorities, CAFTA has also adopted a refreshed brand and marketing material that reflect the global nature of Canada's world-class agriculture and agri-food sector.

"Over the next 30 years, the global demand for agri-food products will continue to grow rapidly, presenting Canada with an immense global growth opportunity, said Darling. "A modernized look for CAFTA sends the clear signal that as the world's fifth largest agri-food exporter, our industry stands ready to work alongside the federal government to play to our strengths and put our sector at the centre of Canada's economic recovery."

*CAFTA is the voice of Canadian agriculture and agri-food exporters, representing the 90% of farmers who depend on trade and the ranchers, producers, processors and agri-food exporters who want to grow the economy through better access to international markets. This includes the beef, pork, meat, grains, cereals, pulses, soybeans, canola as well as the sugar, malt, and processed food industries. The sectors CAFTA represents support over a million jobs in urban and rural communities across Canada.*

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