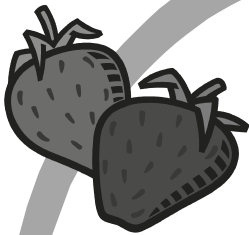
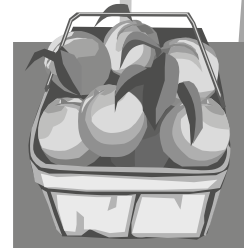


Canada's Horticultural Industry: Did you Know?

- ✓ Horticulture is one of Canada's largest agriculture sectors, accounting for 38% of farm cash receipts for all crops produced in Canada.
- ✓ While Ontario, Québec and British Columbia account for 78% of production, commercial horticulture exists in every province.
- ✓ While grain farmers in every province have crop insurance for all of their crops, horticultural producers only have limited coverage.



- ✓ Overall, the production, packing and processing of Canadian horticulture crops generates \$29 billion in economic activity yearly, and contributes \$5.8 billion in tax revenues for all three levels of government.
- ✓ The horticultural sector employs more than 200,000 people, including thousands of foreign workers under the Government of Canada's Seasonal Agricultural Worker Program (SAWP). Under SAWP, farmers are responsible for government-mandated wages and benefits, including travel and airfare. These wages and benefits may represent close to 50% of farmers' cost of production.
- ✓ Horticulture delivers on Canadians' demands for healthy food choices. As reinforced by the new *Canada Food Guide to Healthy Eating*, fruits and vegetables are a key component of a healthy and complete diet.
- ✓ Canadians spend more than \$14 billion a year on fruit and vegetable products. But for every \$3 spent, only \$1 of that is spent on a product actually grown in Canada.
- ✓ A "Product of Canada" is not always what it seems. Under current regulations, the Product of Canada label can be used as long as 51% of the production costs are borne in Canada. This means that a fruit juice concentrate can be imported, mixed with water at a Canadian bottling plant and then stamped with the Product of Canada label.



For more information and ***Fresh Thinking*** on Canada's Horticultural Industry please be sure to visit:
<http://www.hortcouncil.ca>.



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