

Canadian Maple Syrup

Canada's liquid gold

"Sugaring off" is an annual rite of spring in Central and Eastern Canada. As cold, crisp nights and warm sunny days break the winter spell, sap from Canada's sugar maples begins to flow, bringing with it the promise of maple syrup.

North America's First Nations were the first to discover the forests' amber treasure. Using tomahawks, they cut grooves into trees and ran the clear sap into birchbark buckets. They drank the sweet liquid and used it in cooking, sharing their discovery with early settlers and fur traders who relied on horses to help collect the sap and spent hours boiling it over open fires.

Today, modern technology has brought efficient production methods and exacting standards, guaranteeing a high-quality product that meets the expectations of consumers. One thing hasn't changed: *Canada's clean, natural environment continues to have a profound influence on the final product, with variations in soil and climate reflected in the flavour and colour of the syrup.*

Canada's pure and natural maple syrup is also versatile and can be used in all types of dishes: drizzle it on yoghurt at breakfast, add it to your favourite salad dressing, use it as a marinade, or let it take centre stage in a delectable dessert.



Canadian Wild Rice

Canada's Northern Bounty

It's a hazy September morning on a lake in northern Canada. In the shallows near the shore, tall stands of wild rice ripple in the wind. A boat glides among them, almost hidden by the fronds. On this blue lake and many others, the harvest of Canada's most distinctive northern bounty has begun: Canadian wild rice.

Wild rice—which really comes from grass and is not a rice at all—was once an important food for many First Nations bands in Canada. Every autumn, First Nations women paddled birchbark canoes through the rice beds and harvested the seeds by shaking them into the boat. They dried much of the harvest which was stored as food for them to eat during the harsh winters, when deep snowfalls made it hard to hunt and fish.

Nowadays, Canadian wild rice is harvested in motor-driven boats. But just as in the distant past, it grows exclusively in natural bodies of water, so it remains a uniquely natural food that's high in protein, vitamins and minerals. At the table, its delicate, nutty taste not only makes it a perfect complement for goose, duck and wild game, but also adds a distinctive flavour to salads, soups and stuffing.



Canadian Beef

Tradition with Taste

Like a vision of cowboys and cattle roundups out of the Old West, the heartland of Canada's beef-raising country stretches across the plains of Alberta and the foothills of the Rocky Mountains. Here, tens of thousands of cattle graze the rolling grasslands, just as they have for more than a century.

Beef farming has a long tradition across Canada. In parts of the east, the hand-hewn log barns raised by the pioneers almost 200 years ago are still in use, and many families have been raising cattle on the same land for five or more generations.

With such a history, it's no wonder that Canadian beef farmers take such enormous pride in the quality of their product, and in the careful stewardship of the land that gives them their livelihood. *Because of this care, and because of the stringent grading and safety regulations that Canada applies to beef production, you can always be sure that Canadian beef will be healthy, wholesome and full of flavour.*

So whether you're serving a savoury stew, a sizzling steak or a prime rib roast au jus, cooking with beef from Canada will assure you of superior taste and quality, and make any meal a memorable one.



Canadian Beer

Best of the Brew

Canadians have been making beer since 1668, when French colonists established the country's first commercial brewery in Quebec City. A century later, British soldiers stationed in Canada were entitled to six pints of beer every day, and many small breweries sprang up to supply their needs. Beer wasn't considered a leisure drink for these soldiers, or for manual labourers either, since it was considered necessary for keeping them healthy and strong. Several of the greatest Canadian breweries began in that era and fine Canadian beers have been produced ever since.

The "secret ingredient" in Canada's beer is our famed malting barley. Canadian barley must pass rigorous testing and evaluation before we accept it for malt production, and the resulting product is so good that it's in demand by brewers worldwide. Add that to our fresh, pure water and a range of other ingredients from Canada's fertile soils, and you have a recipe for beer of impressive quality and appealing taste.

So no matter whether your preference is for lager, ale, stout, porter, or seasonal beers, Canada's brewers have a product that will suit your palate. Try a lager for refreshment on a hot summer day, or a rich porter on a cold winter evening, and you'll see why Canadian beer is such a favourite around the world.



Canadian Bison

Heritage of the West

Before the Europeans came, the vast plains of what are now Canada's Prairie provinces were home to millions of bison. Enormous herds of these great, shaggy beasts roamed across half the continent until they were brought to the brink of extinction.

Bison have lived in North America since the last Ice Age, and were one of the staple game animals of the continent's pre-Columbian inhabitants. For thousands of years, bison provided First Nations Canadians with food, clothing, tools and fuel, and were revered as a gift of the Great Spirit.

Today, Canadian ranchers have reintroduced bison to the plains that were once their home, and our bison industry is growing rapidly. *Bison ranching is highly sustainable, since the animals are raised on pasturage and hay. Because of this, our herds have only a small effect on the natural environment.*

Bison is especially attractive to health-conscious consumers because it's nutritionally dense, and is low in fat, calories and cholesterol. A lean red meat, it has a rich, distinctive flavour, and a sizzling bison steak or a juicy bison roast is a culinary experience not to be missed.



Canadian Canola

Prairie Gold

As midsummer draws near in western Canada, vast fields of canola plants come into bloom. Carpets of bright yellow flowers, like distilled sunshine, clothe the farmland as far as the eye can see. Later, as summer glides toward autumn, these farms will yield a rich harvest of canola seed that will be processed into golden oil.

Canadian farmers began to plant canola in the 1970s, and since then it's become one of our most valuable crops. It's grown in our clean, natural Canadian environment, and our modern technology and exacting standards guarantee that our canola oil and canola products meet the expectations of consumers everywhere.

Canadian canola oil has become a favoured choice for people who love to cook, and its versatility, healthfulness and light, clean flavour have given it an important place in the world's kitchens. Among common culinary oils, canola oil has the lowest level of saturated fat, it's trans fat free, and when used in place of saturated fats, it may reduce the risk of heart disease. You'll find it ideal for creating a huge variety of delicious dishes, from sautéing the most delicate fish to preparing a gourmet salad dressing.



Canadian Clams

The Savour of the Sea

In times gone by, harvesting clams was a seasonal tradition for both the First Nations and European inhabitants of Canada's Pacific and Atlantic coasts. It was then a family affair, with adults and children dragging clam rakes along the beach at mid-tide level, or hand-picking the smooth shells from beneath the sand. Sweet and tender, the harvest of soft-shelled clams, butter clams and littleneck clams was the centrepiece of many a maritime feast.

Nowadays, **Canadian clams** are both farmed-raised and taken from the wild. **Fresh from the clean salt waters of the Atlantic or the Pacific, they're pure meat, sweet and tender, and are processed immediately after leaving the sea to guarantee superior quality, texture and taste.** They're a sustainable harvest, too, because we monitor our clam stocks to ensure that they stay abundant and healthy.

Canadian clams are the natural choice for traditional clam chowder, rich with butter and cream. Or you can sauté them with garlic, white wine and tomatoes to make a delectable linguine sauce, or prepare a simple but memorable meal by steaming and serving them with a variety of flavoured butters.



Canadian Wild Blueberries

The True Taste of Nature

The sunny days of late summer are harvest time for Canada's wild blueberry crop. In Ontario, Quebec and the Atlantic provinces, workers carefully hand-pick the sweet fruits for the table market, while berries destined for freezing and processing are scooped up by mechanical pickers.

Blueberries are native to North America. In earlier times, people of Canada's First Nations dried them to a powder, then mixed them with cornmeal, honey and water to make a rich pudding. They also added wild blueberries to soups, stews and meat, or smoked the fruit to preserve it for winter. And according to tribal wisdom, blueberry syrup cured coughs.

Wild blueberries are a delicate fruit, so we harvest them with great care to ensure maximum quality. They are rich in phytonutrients and are powerful antioxidants. Advances in processing mean that our wild blueberries are in top condition when they reach consumers, and they're now sold in more than 20 countries around the world.

Canada's wild blueberries, both processed and frozen, are used in pancakes, pies, tarts, muffins, sauces and cakes. But they're amazingly versatile, too. Their fresh, natural flavour enhances the taste of pork, chicken and game, and you can combine them with almost any other fruit or berry to make a unique and delectable dessert.



Canadian Cranberries

Canada's Tart Treasure

Most Canadian cranberries come from the provinces of British Columbia and Quebec, making Canada the second-largest producer of the crop. Canadians are proud of the efforts undertaken by our growers to provide safe and healthy fruit naturally. In fact, Canada is among the largest producers and exporters of organic cranberries.

It's said that cranberries are among the three most popular fruits that are native to North America. Canada's First Nations people ate the tart berries fresh, mixed them with maple syrup to produce a sweet sauce, or pounded them with meat to prepare the dried staple called pemmican. They also used cranberries as a medicine and as a dye for cloth.

Modern cranberry growers in Canada use a combination of traditional and advanced techniques to produce top-quality cranberries. When the crop is ready for harvest, the grower floods the cranberry bog. A mechanical beater knocks the berries into the water, and then they're pumped into trucks and taken away for processing.

Canadian cranberries are rich in nutrients and antioxidants, and cranberry juice makes a refreshing drink. Dried sweetened cranberries are a delicious ingredient in many kinds of baking, and these little red "marsh apples" make a distinctive sauce whose tartness is the perfect complement to any beef, pork, poultry or bison dish.



Canadian Lobster

The King of Seafood

The opening of the lobster season on Canada's Atlantic coast is a time-honoured tradition. Small boats chug out to sea, laden with lobster traps that the crew lower to the seabed. Soon, brightly painted buoys dot the waves, each buoy marking the location of the trap below.

Canadian lobster, often called the "king of seafood," is known around the world and is the pride of our Atlantic provinces. Because it's so valuable, *we take special care to make our lobster fishery sustainable and to ensure that the lobsters are caught when their quality is at its peak.* And because Canadian lobster is processed with the most advanced technology available, it tastes so fresh that it seems to have just come out of the sea.

Canadian lobster is available as live or frozen whole lobster—raw, pre-cooked or blanched—as frozen lobster tails, as lobster meat and in several other forms. Served hot, it's superb in casseroles, bisques, omelettes, soufflés, quiches and crêpes. Cold, it adds elegance to salads, hors d'œuvres and lobster rolls. And a whole lobster, steamed and served with drawn butter, is the "king of seafood" indeed.



Canadian Halibut

Seafood Supreme

Off the wild, mountainous coast of British Columbia, a Canadian fishing vessel heaves and rolls in the gray-green swells. With her sister ships, she's carrying on the traditions of a halibut fishery that's centuries old.

First Nations people on our Pacific shores caught halibut for hundreds of years before the Europeans came, and carved their fishhooks with designs that would bring them good luck and big fish. They smoked and dried their catch for winter use, but getting the fish into their boats must sometimes have been difficult—halibut can be enormous, with some specimens weighing as much as 300 kilograms!

Fish lovers value Canadian halibut for its excellent eating qualities. It's a sweet-tasting, lean fish with dense meat, and is flaky and tender when cooked. You can obtain it frozen as steaks or fillets, and it's a superb choice for any seafood feast. Simply broil it and serve it with lemon wedges, poach the fillets in a white wine sauce, or create a tasty stir-fry with chunks of halibut, fresh ginger, asparagus and mushrooms.



Canadian Wild Mushrooms

Treasures of the Forest Floor

The northern forests of Canada are the perfect habitat for wild mushrooms. The shady woodland floor, regular rainfall and rich soils furnish us with an abundant annual harvest of pine mushrooms, chanterelles, morels and other mushroom varieties.

Depending on the species, wild mushrooms emerge at different times during the summer and autumn. Some can be harvested only for a week, so Canadian mushroom harvesters must be experts in the life cycles of these exotic treats. Our harvesters are also skilled in handling the delicate blooms to keep them fresh, using shallow mesh baskets so that they stay cool and aren't crushed.

Because their growing season is so short, Canadian wild mushrooms are usually sold dried. This isn't merely to preserve them for convenient use—with many varieties of mushroom, drying actually intensifies their flavours, so that you need only a small quantity to transform the taste of an entire dish. And wild mushrooms go with almost anything. Try them with Canadian wild rice, in a sauté of beef or bison, in poultry stuffing, in potato au gratin or in a host of other delectable dishes.



Canadian Icewine

Winter's Divine Treasure

It's a strange thing to see: a Canadian vineyard in winter, the grapes still on the vine, an icy January wind whipping among the twigs and shaking the wrinkled, frozen fruit. But it's from this unlikely source that our vintners will create that unequalled treasure: Canadian Icewine.

Icewine is made from grapes left on the vine deep into Canada's frigid winter. The intense cold and the dry air dehydrate the fruit, concentrating its sugars and juices. The intense flavours that result are the genesis of a dessert wine of unequalled complexity, taste and quality.

Canada's Icewine is naturally made – no artificial freezing is allowed, and the grapes are harvested entirely by hand. Still frozen, they're pressed in extreme cold, with each grape producing just a few drops of sweet, concentrated juice. Our vintners then slowly ferment the juice for several months until the fermentation stops naturally. For these reasons, Canadian Icewine is a rare product that commands premium prices on the world market.

And it's a treat that every lover of wines should experience. Canadian Icewine is intensely sweet and flavourful, perfectly balanced and redolent of tropical fruit, peach nectar and mango. Served chilled but not cold, it's superb on its own, or with chocolate or fresh fruit as the finish to a perfect meal.



Canadian Lentils

Healthy and Hearty

Few places on earth are flatter than Canada's province of Saskatchewan—an old local joke says you can watch your dog run away for three days before he disappears over the horizon. But joking aside, Saskatchewan's deep, fertile soils are excellent for growing lentils—so excellent, indeed, that this single province has made Canada into one of the world's largest lentil producers.

Lentils are perfectly adapted to Canada's cool, northern environment whose sharp seasonal changes offer excellent protection against plant disease and pests. **For people, lentils are a healthy food choice because they're high in protein and fibre, and are laden with vitamins, minerals and antioxidants.** And lentils are good not just for people but also for the environment, because they naturally make their own nitrogen fertilizer.

Canadian lentils are available cooked and canned, or dried and packaged, and they make delicious soups, stews, salads, casseroles, snacks and vegetarian dishes. They're also inexpensive and easy to use. From lentil salad, to lentil soups, to lentil-apple muffins, you can make this versatile legume the essential ingredient in a wide variety of healthy, hearty meals.



Canada's Malting Barley

Soul of the Beer

In late summer, combines rumble into the barley fields of western Canada. The huge machines sweep up the bearded stalks and pour streams of golden grain into trucks. The very best of the crop will soon be transformed into Canada's famous malting barley, prized by brewmasters all over the world.

In Canada, the creation of fine malt has a long history. French settlers brought the first barley to Canada, and malted it to make the beer that was a staple of the habitant household. Later, as Canadian farmers opened up our prairies to agriculture, they found that the West's climate was ideal for growing the crop. *Now the rich brown and black soils of Alberta, Saskatchewan and Manitoba have made these provinces the source of most of Canada's malting barley.*

Canadian malt is unsurpassed because of our excellent growing conditions and the stringent grading system that selects only the finest grades of barley for malting. As "the soul of the beer," Canadian malting barley will help any brewer create a quality beverage, whether it's a rich stout to warm a winter's evening, or a light, friendly lager to cool the heat of a summer's day.



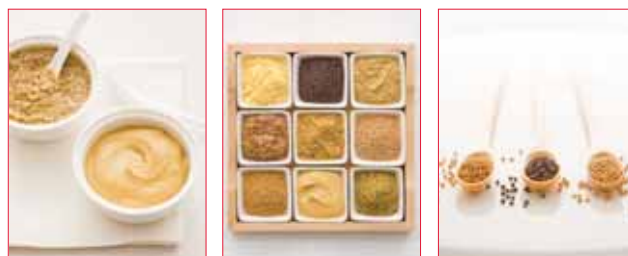
Canadian Mustard

The Savoury Seed

Canadians have been growing and eating mustard for more than 300 years. As early as the 1670s, fur traders in the remote northern forts of the Hudson's Bay Company planted mustard seeds from England in their gardens, and consumed the spicy sprouts to prevent scurvy. Two centuries later, our westward-bound settlers carried mustard as an essential part of their food and medical supplies.

We've carried on that tangy tradition ever since, and **Canada is now the world's largest exporter and second biggest producer of mustard seed.** Our farms grow not only the familiar yellow mustard, but also the brown variety that's used in Dijon mustard, as well as the Oriental mustard that produces the spicy cooking oils essential to the cuisines of Asia and Japan.

The aromatic savour of Canadian mustard has made it a favourite the world over. You can use it to add character to bland foods, and it's an essential ingredient in many types of mayonnaise, salad dressings and soups. Drizzle it over meat for extra verve, or create your own zesty condiments such as apricot mustard, or cranberry and mustard sauce.



Canadian Oysters

Luxury on the Half Shell

Seafood lovers have delighted in oysters for centuries, and Canadians are no exception. In deep but sheltered bays, Canada's oyster farmers now grow millions of these tasty shellfish every year.

That's the modern way to create an oyster harvest, but behind it lies a much older tradition. Long before the Europeans came, the people of Canada's First Nations were gathering wild oysters along our shores. They not only ate them fresh, but also dried or smoked the shellfish for sustenance during the long, bitter Canadian winters. Later, when the first settlers arrived in what are now our Maritime provinces, they were astonished at the numbers, size and excellence of the native oysters.

Nowadays, Canadian oysters come from our Pacific as well as our Atlantic coasts. *Our clean, nutrient-rich waters are ideal for growing these succulent shellfish, and strict government regulations ensure that our oyster resources remain sustainable, healthy and abundant.*

Smoked, canned Canadian oysters are perfect as a mouth-watering appetizer. Or you can buy them as they came from the sea, chilled and fresh, and enjoy them however you like—traditionally on the half shell, or grilled and served with lemon wedges, or as classic Oysters Rockefeller.



Canadian Pork

The Versatile Meat

For many years, Canada has been producing superb pork for the dinner tables of the world. But long before we became exporters of this most versatile of meats, we were already dedicated to ensuring its quality, safety and taste.

In fact, our concern for the excellence of our pork is as old as the country itself. When Canada became a nation in 1867, one of the first acts of our new Parliament was to establish high standards for animal health and welfare. Add to this tradition our clean, natural environment that's ideal for raising pork, plus our meticulous attention to food safety, and you have a recipe for pork that's dependable, nutritious and healthy. *Canada takes pride in its achievements in breeding selection and resulting leanness of its pork. And Canadian companies have achieved a level of quality that meets the highest consumer and buyer demands.*

Canadian pork is extremely lean, and comes in a wide variety of cuts that make it endlessly versatile. That's why Canadian pork can be the perfect centrepiece for any meal, whether it's served for breakfast, or prepared as a slice of traditional Quebec tourtière for lunch, or roast pork tenderloin accented with fresh rosemary for a delectable evening repast.



Canadian Poultry and Fowl A Fabulous Feast

For many Canadians, the family celebrations of Thanksgiving and Christmas just aren't complete unless we've dined on roast turkey with all the trimmings—cranberry sauce, sage and onion stuffing, and smooth, rich gravy. But we're very fond of other poultry, too, and chicken is the centrepiece of many Canadian picnics and barbecues. Cornish hen, duck, goose, pheasant, partridge, guinea fowl, quail, squab and even emu are also enjoyed by Canadians.

Canadian poultry is healthy and nutritious. Every mouthful is low in fat and high in protein, and contains amino acids, niacin, vitamin B6, iron, zinc and many other essential nutrients. *We don't compromise when it comes to quality and food safety either—our strict government regulations ensure that our poultry stays delicious and reliable from the egg to your freezer.*

Canadian poultry is endlessly adaptable. You can eat it cold or hot, roast it, fry it, braise it or stew it. There's no treat like a plump, sizzling roast chicken with chestnut dressing, or succulent Cornish hens stuffed with Canadian wild rice. But our poultry can be simple, too—just poach a chicken breast in a little broth and slice it cold for a perfect summer lunch.



Canadian Salmon

The Emperor of Fish

Glittering and leaping as they ascend the rapids of a Canadian river, salmon are a symbol of nature's wild bounty. These magnificent fish have created a rich cultural heritage for all Canadians, and are a mainstay of many communities on both our Pacific and Atlantic coasts.

Salmon are especially important to Canada's First Nations, who have always considered them a symbol of fertility, nourishment and the cycle of life. For century after century, as the salmon returned each year to their home rivers, First Nations Canadians fished for them with spears, dip nets, hooks and traps. Their catches were so rich that they regularly smoked or dried great quantities of the fish to sustain them through Canada's long, harsh winters.

Nowadays, **Canadian salmon are both farmed and caught wild. Fresh, frozen and canned in modern plants that use the most exacting standards of quality**, they're a cornerstone of the country's seafood industry and a favourite of fish lovers everywhere. For an unforgettable meal, you can grill Canadian salmon steaks and drizzle them with lemon, or glaze a salmon roast with ginger. Or, for a delicious gourmet lunch, simply braise salmon with fennel and serve with fresh, crusty bread.



Canadian Shrimp

A Sweet Sea Treat

On a misty morning in a Canadian seaport, a shrimp trawler slips away from the dock and steers toward the harbour mouth. She's one of many such vessels that go to sea each spring to harvest one of Canada's richest maritime bounties: northern shrimp.

Canada's cold, clean waters are home to myriads of these delicious crustaceans. *Also known as coldwater shrimp, they are packed full with flavour into a small package, a flavour we preserve by freezing the catch as soon as it's landed. Canada's shrimp fishery is fully sustainable, too, because it observes strict catch quotas and uses trawling equipment that takes only shrimp, allowing fish to escape.*

Canadian northern shrimp have a sweet, delicate taste and are much more flavourful than warmwater varieties. You can eat them just as they are, and they're delicious when sprinkled on salads, used in sauces and stuffings, served on crackers as appetizers, or added to omelettes, quiches, paella or bouillabaisse.



Canadian Snow Crab

Elegance from the Ocean

On the open sea near the coast of Nova Scotia, a crab boat rises and falls on the lazy summer swell. In the stern, crewmen watch intently as the boat's derrick lowers a mesh crab trap to the deck. Packed in chipped ice to keep it fresh, their catch of snow crab will soon be on its way to port for processing.

In Canada, snow crab are harvested throughout the Atlantic provinces and Quebec. It's a sustainable harvest, because our crab fishers carefully sort the catch and put the females and immature crab back into the sea. Only mature males are used in our modern processing plants, where they're quickly precooked and flash-frozen to preserve their ocean-fresh flavour.

Lovers of seafood esteem Canada's frozen or canned snow crab for its rich, sweet taste and the firm texture of its meat. Gently steamed and presented whole or in sections, it's superb with drawn butter. The claws make elegant hors d'oeuvres, and you can serve the meat hot in soups, omelettes and canapés, or cold in crab salad, stuffed mushrooms or crab dip.



Quality
is in our nature



Canadian Vodka

The Distillation of Excellence

Canada's first distillery was established in Quebec City in 1769, and ever since then our distillers have been refining their craft. Now applied to making vodka, their centuries-old skills create a clean, pure spirit that's equal to the world's best. *We distill our vodka from grain and corn grown in Canada's fertile soils and harvested at the peak of their excellence.*

After fermenting, we concentrate the raw spirit through several distillations until it's almost pure beverage alcohol. This crystal-clear liquid contains what tasters call the "bread" of the vodka: the distillation products that will define the vodka's ultimate character.

Just as important for our vodka's quality is the water we use to complete it. *Canada has an abundance of ultrapure water, drawn from deep wells, pure springs and 12,000-year-old icebergs that give our vodka its perfect finishing touch.*

More than two centuries of distilling tradition stand behind every drop of our vodka. So whether your preference is for a classic martini or a lively, fruit-based cocktail, Canadian vodka imparts a freshness and smoothness that will please the most discriminating palate.



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

Canada 

Canadian Soybeans

A Healthy Alternative

In Canada, in late August, fields of ripe soybeans stretch across the productive countryside, and rustle in the breeze beside our open country roads. These fields are a familiar sight near our Lower Great Lakes and along the shores of the St. Lawrence River, the region where our farmers raise most of Canada's soybean crop.

The deep, fertile soils of this vast agricultural basin are ideal for growing soybeans, and they've been an important Canadian export for many years.

We're very particular about their quality, too, and our efficient production methods and exacting standards ensure that Canada's soy products and soy-based foods meet the expectations of the most discriminating consumers.

Soy foods are extremely healthy, containing high levels of protein, unsaturated fats, vitamins, carbohydrates and minerals. Canada makes a vast range of soy foods, including tofu, meat alternatives, beverages, cheeses and frozen desserts. And if you love to cook, you can enhance your unique beverages and tasty dishes by using Canadian soy products—bake an applesauce cake with soy flour, blend a fruit smoothie with soy milk, add cubed tofu to a vegetable stir fry, make a hearty casserole with cooked whole soybeans, or create your favourite salad with tasty Canadian soybeans and corn.

