



## JOINT STATEMENT

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### **CETA to strengthen trade relations for the benefit of growth and jobs**

FoodDrinkEurope, Europe's food and drink industry organisation, and Food & Consumer Products of Canada (FCPC), the Canadian association representing the food, beverage and consumer products industry – together welcome the ambitious EU-Canada Comprehensive Economic and Trade Agreement (CETA) and look forward to its application.

The improved trading terms under CETA and the combined markets of 550 million people will create important opportunities for European and Canadian food and drink businesses – small, medium-sized and large; CETA is more than just another trade agreement, it is balanced, fair and modern and sets a high standard for future trade agreements.

We welcome the greater market access that has been successfully negotiated and achieved for food and drink products produced in the EU and in Canada. Both sides stand to benefit from the elimination of customs duties on agri-food and processed agricultural products, and from the removal of non-tariff trade barriers - amongst others.

With the imminent application of CETA, now is the time for exporters on both sides to understand the preferential access and market entry requirements of each other's markets, and to explore the new market opportunities.

FoodDrinkEurope and FCPC are supportive of trade deals as catalysts for growth and jobs, and they look forward to seeing the benefits of CETA materialise in the very near future.

"CETA is expected to strengthen the trade and investment relations between two of the world's most advanced economies and like-minded partners, for the benefit of growth and jobs. Europe's food and drink manufacturers stand to benefit from an improved market access to Canada and look forward to the new opportunities" commented Mella Frewen, Director General of FoodDrinkEurope.

"CETA represents a significant leap forward in terms of competitive advantage for our members. With improved access to the EU marketplace coupled with tariff elimination on a range of processed food ingredients, Canadian food manufacturers are well positioned for continued growth and prosperity," explains Michael Graydon, CEO Food and Consumer Products Canada.

**Note to the Editors:**

In 2016, EU-Canada total trade in food and drink products reached about €3.8 billion euros (5.6 billion Canadian dollars), while total agri-food trade including primary agricultural products stood at close to €5.9 billion euros (8.6 billion Canadian dollars).<sup>1</sup>

Key food and drink exports from the EU to Canada: Wine, spirits, chocolate and confectionery, beer, fruit and vegetable products, bakery and farinaceous products, dairy products etc.

Key food and drink exports from Canada to the EU: Fish products, fruit and vegetable products, animal feeds, oils and fats etc. – and predominantly primary agricultural products such as wheat, soybeans and other oilseeds.

**About FoodDrinkEurope:** FoodDrinkEurope is the organisation of Europe's food and drink industry, the largest manufacturing sector and leading employer in the EU and a key contributor to its economy (286,000 companies, 99% SMEs, 4.2 million employees).

**About FCPC:** Food and Consumer Products of Canada is Canada's largest industry association representing the companies that manufacture and distribute the vast majority of food, beverage and consumer goods found on grocery store shelves. Our members provide jobs to almost 300,000 Canadians and include small and large multinational and Canadian owned companies.

**For additional information:**

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<sup>1</sup> Source: Eurostat COMEXT