

HUNGRY FOR CHANGE

BIG OPPORTUNITY AWAITS CANADA'S FOOD, BEVERAGE AND CONSUMER PRODUCTS INDUSTRY IF BUSINESS CONDITIONS IMPROVE

As the largest manufacturing employer in Canada, the food, beverage and consumer products (FCP) industry is an integral part of the Canadian economy. Because of the FCP industry, Canadians enjoy some of the safest, highest quality food in the world, and Canada has the potential to be a global leader in feeding the world's growing population.

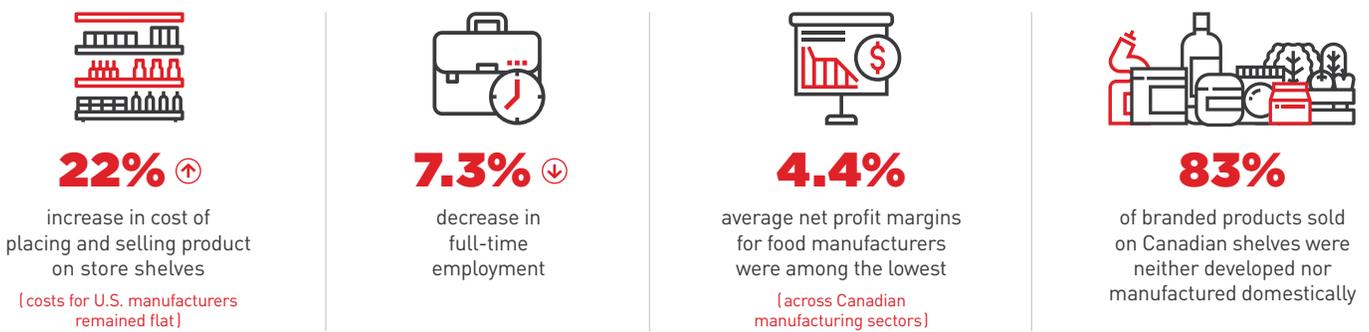


ECONOMIC IMPACT



But serious challenges threaten the long-term sustainability of Canada's domestic FCP industry and will affect our ability to remain competitive and achieve ambitious international trade targets. Over the last several years, intensifying regulation and accelerating costs have squeezed margins to the point that manufacturers may look to more attractive markets to invest.

INDUSTRY AT RISK*



*The FCPC Industry Sustainability & Competitiveness Study is based on a five year trend from manufacturers that account for approximately 40% of total grocery sales in Canada.

Without changes to the business environment, these downward trends may continue – putting Canadian jobs, rural communities and the economy at risk. The impacts could lead to higher prices and fewer product choices for consumers. Canada has an incredible opportunity to supply our nation and the world with high quality and trusted food, beverage and consumer products. Government and industry must build on existing steps and work together to overcome roadblocks to innovation and investment.

REQUIRED ACTION



Will Canada seize the opportunity that awaits?
To learn more and read the entire FCPC Industry Sustainability & Competitiveness Study,

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