Agriculture has been central to Canada’s economy coast to coast — for its entire existence as a country. From the fruit orchards in the West, to the grain and wheat of the Prairie provinces, to the wine regions in Ontario and British Columbia; from the world-class honey and maple syrup, to the dairy and meat producers across the nation, Canada is a significant food and crop producer.

Opportunities

Much agricultural investment is in corporate farming, equipment and value-added foods. As smaller farms struggle to survive, consolidation remains a key growth strategy. This leads to a robust agriculture equipment sector that includes the financing tools and mechanisms farmers need to access state-of-the-art equipment. Canada has created many base crop export opportunities but has done less to extract value from the product before it is exported. U.S. companies can capture this value as they have access to developed distribution markets and the expertise to convert the raw product into end-use packaged consumer goods.

Challenges

Controls around the agriculture and food industry, including the governing bodies, regulations (including GMO) and quotas, need to be understood by any inbound investor.

U.S. agriculture companies should also be aware of the impact that trade agreements will have on this industry. The pending Free Trade Agreement (FTA) with Europe will bring significant increases in inbound investment and market expansion opportunities in Europe. U.S. firms interested in Europe can leverage this opportunity.
ABOUT RAINMAKER GLOBAL BUSINESS DEVELOPMENT

Rainmaker is a recognized leader in global market expansion and strategic business development. Founded in Canada in 2007 to serve the energy industry, Rainmaker GBD’s process has evolved beyond energy, and today we excel at assisting companies in various industries to pursue international expansion opportunities. Our team of professionals works closely with our clients to develop comprehensive market entry strategies, enhanced market exposure and traction, and expanded global reach.

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ABOUT PNC BANK CANADA BRANCH

Established in Canada in 1998 and a Canadian commercial lending foreign bank branch since 2001, PNC Bank Canada Branch (“PNC Canada”) offers specialized knowledge and experience to help you succeed in this vital cross-border marketplace.

If you are a U.S. company with actual or projected operations in Canada, or a Canadian company, PNC Canada can assist you with credit, depository, and treasury management products and services. If you are interested in exploring how PNC Canada might be able to assist with your Canadian operations, we encourage you to contact your Relationship Manager or visit pnc.com/canada.

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