VALUE ADDED AGRICULTURE:

- converts agricultural outputs into products of greater value
- is increasing the economic value of an agricultural commodity through changes in genetics, processing or diversification
- is the process of increasing the consumer appeal of an agricultural commodity


Szabo Photography

LABOUR FORCE INFORMATION:

- 236,000 people live within a 45 minute commute of Summerland
- Over 60% of new graduates major in:
  Engineering & Applied Sciences
  Commerce, Management & Business Administration
  or Health Professions, Sciences & Technology

SUMMERLAND BOASTS A RICH HISTORY OF INNOVATIVE AGRICULTURE.

SUMMERLAND BRITISH COLUMBIA CANADA

A MODEL OF INNOVATION AND LIFESTYLE, BUILDING ON OUR ESTABLISHED NATIONAL INFRASTRUCTURE.

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Don Weixl

COMPETITIVE ADVANTAGE FOR INVESTMENT

Canada is the overall low-cost business start-up leader measured against the United Kingdom, Italy, Austria, France, Germany, the Netherlands, Japan and the United States.

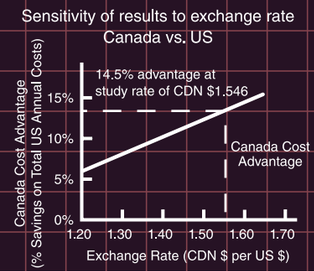
The international consulting firm of KPMG identified Canada as the lowest-cost country in seven of the twelve basic operations, including SOFTWARE, RESEARCH & DEVELOPMENT, CORPORATE SERVICES and two manufacturing operations - ELECTRONIC ASSEMBLY and SPECIALTY CHEMICALS. Canada's cost advantage over the US ranges from 7 percent for food processing to 33 percent for electronic systems development and testing.

LABOUR is a key location-sensitive component averaging 59 percent of location-sensitive costs for manufacturing and 81 percent for non-manufacturing operations. Total labour costs, including wages and salaries, statutory plans and other benefits are lowest in Canada.

ENERGY costs represent 21 to 8 percent of costs for manufacturing operations examined.

CANADA OFFERS THE LOWEST ELECTRICITY COSTS.

Canada's cost index is 85.5, representing a 14.5 percent cost advantage over the United States. (US = 100.0)



EXISTING INFRASTRUCTURE

PACIFIC AGRI-FOOD RESEARCH CENTRE (PARC)

PARC Summerland staff conduct research in several different areas to enhance the agricultural sector. The three broad areas of expertise at the Centre are HORTICULTURE AND ENVIRONMENT, FOOD SCIENCE AND BIOTECHNOLOGY.

HORTICULTURE AND ENVIRONMENT research includes tree fruit breeding programs, production systems, and entomology.

The **FOOD SCIENCE** group brings added value to agricultural products through research on post harvest physiology, modified atmosphere packaging, sensory evaluation, and the exciting area of functional foods.

The **BIOTECHNOLOGY** scientists provide national leadership in research at the molecular level on plant/pathogen interactions and plant virology.

STAFF = 100+ SCIENTISTS

PARC's experienced product development group can help you in the following areas:

- identifying solutions to existing problems such as product quality or shelf life
- developing consumer preparation instructions that optimize product quality and yield
- staying abreast of market trends, new products, ingredients and technologies
- reducing ingredient costs of existing formulations
- finding new uses for products and by-products
- assessing consumer preferences

SCIENCE

HORTICULTURE & ENVIRONMENT

BIOTECHNOLOGY

MATCHING DOLLARS ON YOUR INVESTMENT

THE MATCHING INVESTMENT INITIATIVE (MII) is designed to increase collaborative research activity between the private sector and Agri-Food and Agriculture Canada. The Department can match industry R&D contributions to collaborative research projects up to one-for-one under THE MATCHING INVESTMENT INITIATIVE.

THE OBJECTIVES OF THE MII ARE TO:

- strengthen agri-food technology development and commercialization through enhanced market-driven collaboration
- accelerate the process of technology transfer. Through collaborative research agreements, the rights to commercialize the technology can be accessed through collaboration and subsequent licensing; and
- increase collaboration between government and industry in research and development

THE DEPARTMENT SEEKS TO INVEST RESOURCES TO HELP BUILD A THRIVING COMPETITIVE AGRI-FOOD INDUSTRY, AND TO HELP ADDRESS THE PRIORITIZED NEEDS OF ITS NATIONAL PROGRAMS FOR SCIENTIFIC RESEARCH.