

Industry Update from Canada: Canada East Equipment Dealers' Association (CEEEDA)

Monday, 6 July 2020

In partnership with



Welcome

Michael Barton

Regional Director, Canada

Invest Northern Ireland – Americas

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Invest Northern Ireland – Americas



@InvestNI_USA

Invest Northern Ireland – Americas: Export Continuity Support in the Face of COVID-19 Industry Interruption

For the Canadian Agri-tech sector...

Industry Updates

- ✿ Sessions with industry experts to provide Northern Ireland manufacturers with updates on the Americas markets to assist with export planning and preparation

Today's Update

- ✿ We are delighted to welcome Beverly Leavitt, President & CEO of the Canada East Equipment Dealers' Association (CEEDA).
- ✿ CEEDA represents Equipment Dealers in the Province of Ontario, and the Atlantic Provinces in the Canadian Maritimes.

Invest Northern Ireland – Americas: Export Continuity Support in the Face of COVID-19 Industry Interruption

For the Canadian Agri-tech sector...

- ✿ Virtual Meet-the-Buyer programs designed to provide 1:1 support to connect Northern Ireland manufacturers with potential Canadian equipment dealers
- ✿ Ongoing dealer development in Eastern & Western Canada
- ✿ For new-to-market exporters, provide support, industry information and routes to market
- ✿ For existing exporters, market expansion and exploration of new Provinces

Invest Northern Ireland – Americas: Export Continuity Support in the Face of COVID-19 Industry Interruption

For the Canadian Agri-tech sector...

Events & Expos

- ✿ Monitoring the Invest NI 2020-21 Trade Calendar for event cancellations and/or virtual alternatives
- ✿ Ongoing dealer development/market intelligence support via B2B event platforms and Association engagement
- ✿ Northern Ireland industry promotion campaigns through digital events platforms and marketing support

Upcoming Canada Events & Expos

Now Virtual

✿ Ag In Motion

21-25 July 2020, virtual

<https://aginmotion.ca/>



✿ Canada Outdoor Farm Show

15-18 September 2020, virtual

<https://www.outdoorfarmshow.com/>



Housekeeping

- ✿ Q&A at the end
- ✿ Submit your questions through the chat box at any time.
- ✿ A recording of this presentation will be posted on the Invest NI website and circulated via email afterwards.
- ✿ Contact information for Invest NI Americas and CEEDA will appear on the final slide. Please feel free to contact us.

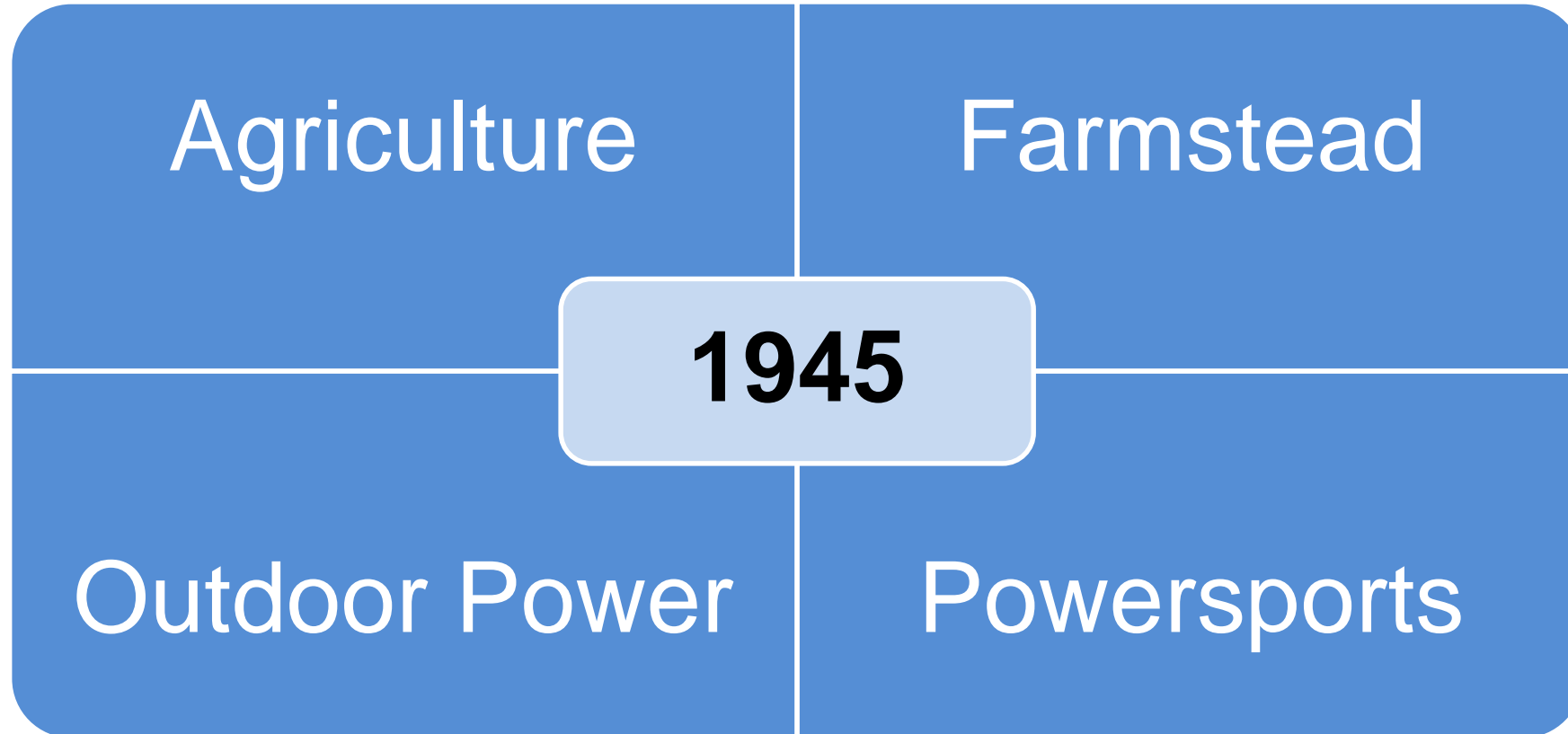


Canada East Equipment Dealers' Association
The Dealers' Resource

ORGANIZATIONAL PURPOSE & MISSION

- The purpose of Canada East Equipment Dealers' Association is to serve as a resource in the promotion and enhancement of Ontario and Maritime retail equipment dealers and the industries they support.
- Our mission is to promote and enhance the general welfare of our dealer members by providing a timely source of industry information, representing dealer interests in government regulation and legislation, enhancing dealer and employee education, supporting equitable dealer/manufacturer relations, and offering specific business-related services which enhance the success and profitability of our dealer members.

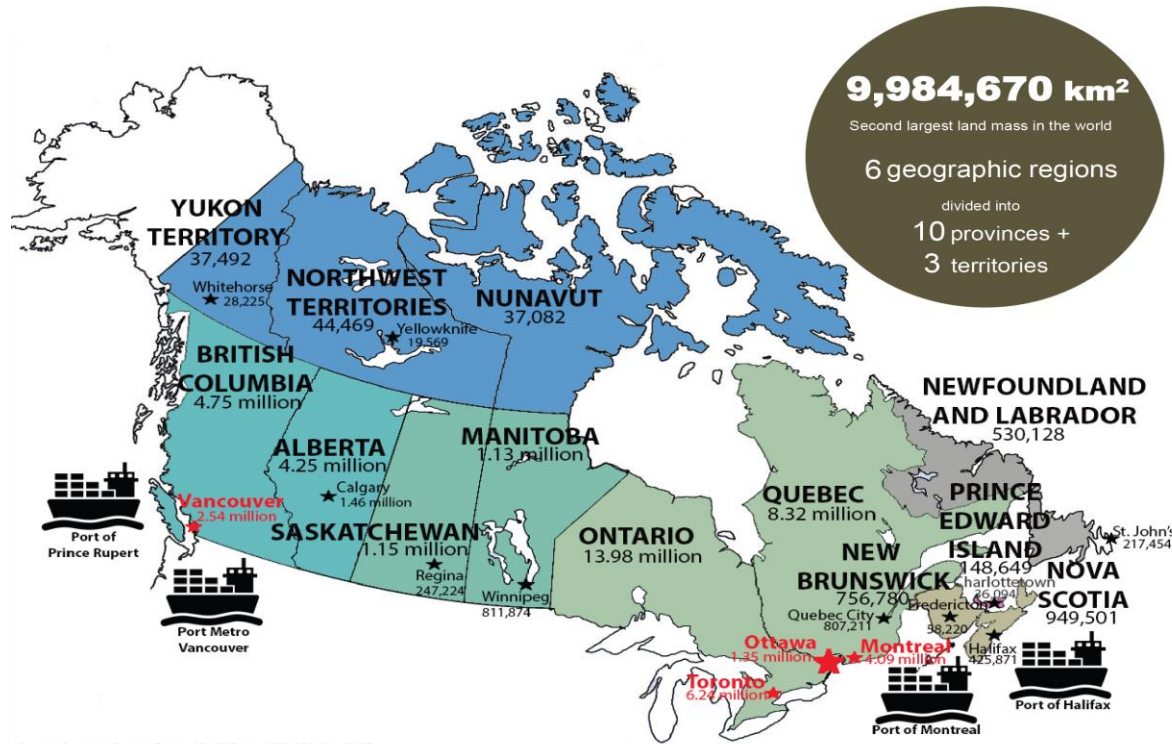
MEMBERSHIP COMPOSITION





EXPORTING TO CANADA

CANADIAN MARKET OVERVIEW



POPULATION

85% of Canadians
live within 160 km of the U.S. border

61% of Canadians
live in Ontario and Quebec

35% of Canadians
live in either Toronto, Montreal or Vancouver

Four Seasons

Winter: December - March
Spring: April - June
Summer: July - August
Fall: September - November

ECONOMY



GDP: \$1.8 trillion
1.9% growth in 2016



Labour Force: 16.7 million
Unemployment Rate: 6.5%

DOING BUSINESS WITH CEEDA EQUIPMENT DEALER MEMBERS



ONTARIO



- Located in central Canada
- Canada's most populous province, with 40% (14.5 million) of the country's population
- Second-largest province in total area (1.076 million km²)
- Home to the nation's capital city, Ottawa, and the nation's most populous city, Toronto (Ontario's provincial capital)

THE MARITIMES



- Situated in Eastern Canada, the Maritimes consists of three provinces: **New Brunswick, Nova Scotia, and Prince Edward Island (PEI)**
- Has a population of 2.4 million
- **Dairy** production is the main contribution of New Brunswick, Nova Scotia, and Prince Edward Island, along with livestock and mixed farming ventures as well as commercial fishing.



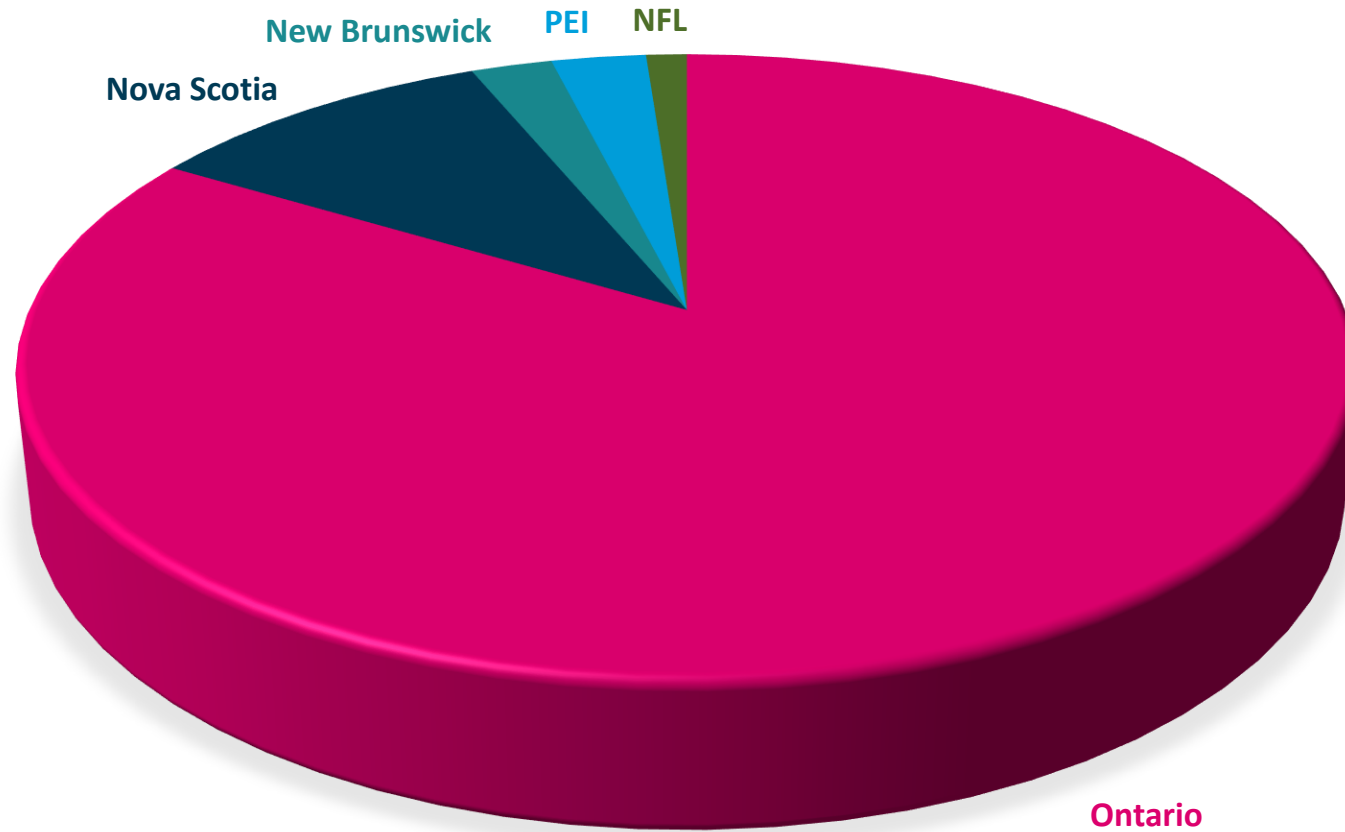
AGRICULTURE SPECIFICS

NUMBER OF FARMS

Province	Total (all farm types)	Operator Income	
		<\$25,000	\$25,000 - \$50,000
Ontario	70,385	33%	28%
Nova Scotia	4,630	26%	34%
New Brunswick	3,000	34%	33%
PEI	1,815	33%	34%
Newfoundland/ Labrador	495	26%	34%

**Source: Statistics Canada 2016*

REGISTERED EQUIPMENT DEALERS



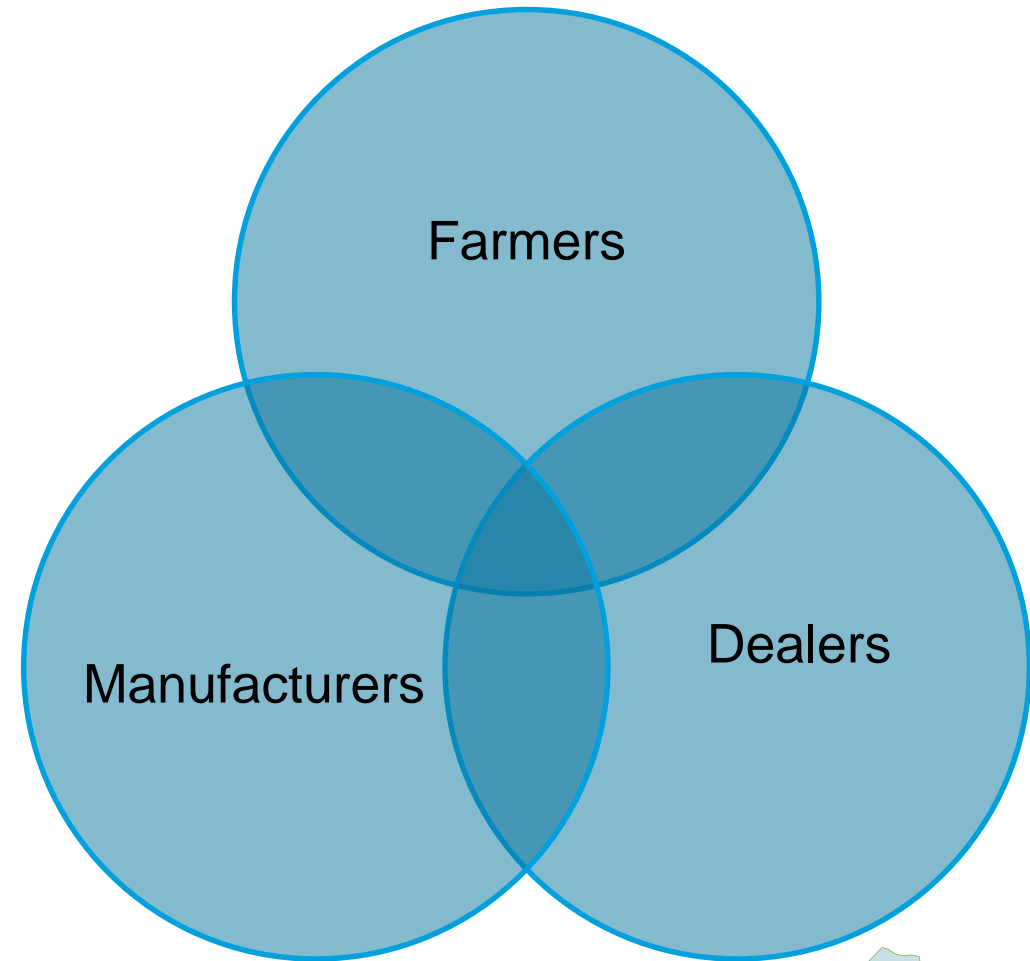
PROVINCIAL REGULATIONS

Ontario	https://www.ontario.ca/laws/statute/90f04 Ontario Farm Implements Act R.R.O 1990, Regulation 369 O. Reg. 123/06
Nova Scotia	https://nslegislature.ca/sites/default/files/legc/statutes/farmmdv.htm Governs only Dealer/Manufacturer Agreements
New Brunswick	None
Prince Edward Island (PEI)	https://www.princeedwardisland.ca/en/legislation/farm-machinery-dealers-and-vendors-act
Newfoundland/Labrador	None

ONTARIO FARM IMPLEMENTS ACT

- An Act to ensure fairness, to foster competition and consumer choice, and to encourage innovation in the farm implement sector.

http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_90f04_e.html



What will attract dealers to new product lines?





COVID-19 IMPACT

Q&A

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Please feel free to contact me if you are interested in business development work in Canada.

Please copy in your Invest Northern Ireland Client Executive and Colin Hassard, International Trade Advisor for the Agri-Tech Sector, at colin.hassard@investni.com.

Beverly J. Leavitt

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