

Quality
is in our **nature**



Canadian Canary Seed

Singing for supper



There's just something cheerful about birds: a canary trilling in a sunny bay window, a budgerigar clowning on its perch, an outdoor feeder with a throng of finches chattering like a family reunion. Having birds around makes us feel good, which is why people everywhere love to keep them as pets or watch them in the wild.



It's also why the world needs huge amounts of canary seed — more than 250,000 tonnes are produced every year, almost all of which goes to nourish the myriads of birds that provide human beings with so much pleasure. When used in feed, it's usually combined with seeds such as millet, sunflower, niger, buckwheat and flax to suit the nutritional needs and palates of particular species of birds.



Both wild and tame birds eat better because of Canada, which is the world's biggest producer and exporter of canary seed. As a crop, canary is a tall grass that prefers long, warm days and cool nights, making it perfectly suited to the climate of the Canadian prairies; about 90 percent of Canada's canary seed is grown in Saskatchewan, with the balance coming from Manitoba and Alberta. We normally harvest it in September and early October, and store it carefully to ensure that it retains its high quality.



A better birdseed

Traditionally, Canada has produced the Keet and Elias varieties of canary seed. They are unpleasant for producers, packagers and processors to handle because they have tiny hairs that break away from the seeds and cause severe itching. To solve this problem, Canadian researchers have developed a new, hairless variety called Canario™, which has been commercially produced since 1997.



Canario™ is expected to replace traditional canary seed over the next few years, because it maintains the high protein content of the traditional varieties but is less uncomfortable to handle. Canario™ also increases the volume of seed per shipping container by 12 percent, and eliminates the oiling and processing steps that are needed with less advanced varieties.





For birdseed processors and packagers, this makes Canario™ the canary seed of choice, especially because it's subject to strict quality standards based on those used for commercially pedigreed Canadian seeds. Canario™ must be 97 percent hairless in order to bear the Canario™ trademark, which is the processor's guarantee of purity.

Experience the Canadian difference

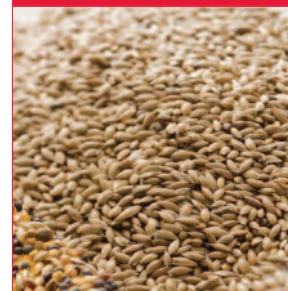
If all birds could talk, they'd ask for Canadian canary seed. For further information on Canada's canary seed industry, please visit:

Government websites

- Agriculture and Agri-Food Canada—Special Crops Section
www5.agr.gc.ca/eng/?id=1174420265572
- Agri-Food Trade Service
www.ats-sea.agr.gc.ca

Industry websites

- Canadian Special Crops Association
www.specialcrops.mb.ca



Canadian Canary Seed

Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

Canada's Exports to All Countries (HS Code 100830)

Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
Canary seed	94,177,347	134,425,606	89,878,824	103,281,973	9.7%
Product (Quantity, KGM)	2007	2008	2009	2010	Growth 2007-2010
Canary seed	185,078,317	181,148,128	153,554,757	178,440,890	-3.6%

Canada's Monthly Exports to All Countries (HS Code 100830, Value \$CAD)

Month	2007	2008	2009	2010
Jan	5,662,442	8,517,160	5,541,343	7,622,339
Feb	4,849,950	8,314,756	5,992,397	9,408,596
Mar	6,049,016	10,498,933	7,940,968	11,815,109
Apr	5,474,425	18,515,279	7,295,108	12,899,848
May	9,881,463	14,409,286	6,741,120	12,348,342
Jun	8,672,372	16,823,204	11,985,032	10,506,026
Jul	9,706,051	11,173,061	7,998,781	3,950,105
Aug	8,353,455	12,766,386	8,020,983	5,615,365
Sep	6,429,679	9,101,189	5,070,655	7,606,177
Oct	9,210,253	10,599,813	13,186,558	9,942,670
Nov	13,093,911	6,103,601	5,534,382	6,401,783
Dec	6,794,330	7,602,938	4,571,497	5,165,613
TOTAL	94,177,347	134,425,606	89,878,824	103,281,973

Canada's Exports to All Countries by Province (HS Code 100830, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	3,192,790	2,101,808	1,533,770	592,703
British Columbia	2,220,735	2,090,040	599,168	582,117
Manitoba	8,025,175	6,351,831	4,072,222	5,841,319
New Brunswick	3,708	0	0	0
Nova Scotia	0	0	11,955	10,610
Ontario	656,944	745,829	442,112	9,314,619
Québec	2,611,319	7,468,857	3,545,977	3,687,328
Saskatchewan	77,466,676	115,667,241	79,673,620	83,253,277

Canada's Top 10 Canary Seed Markets (HS Code 100830, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	94,177,347	134,425,606	89,878,824	103,281,973	9.7%
Mexico	20,702,640	31,520,727	24,187,725	19,211,147	-7.2%
Belgium	15,529,694	19,082,636	12,277,360	18,150,003	16.9%
Brazil	14,201,580	25,293,019	8,065,485	11,714,941	-17.5%
Colombia	7,120,682	8,121,846	6,425,329	7,847,056	10.2%
Spain	7,105,810	8,628,309	6,758,569	7,493,562	5.5%
United States	6,637,858	9,526,144	5,824,006	6,634,362	-0.1%
Venezuela	2,969,540	5,491,847	2,135,785	5,562,774	87.3%
Italy	1,694,912	2,575,193	2,776,263	3,544,426	109.1%
Peru	3,488,100	2,462,862	2,527,398	2,894,240	-17.0%
Portugal	2,306,095	3,113,111	2,358,431	2,797,228	21.3%