

Quality
is in our **nature**



Canada

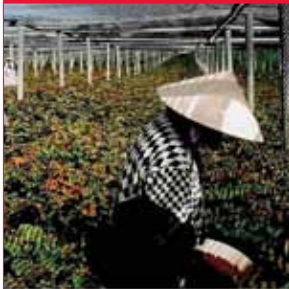
Canada's North American Ginseng



North American Ginseng (NAG), known by the scientific name *Panax quinquefolius*, is a species that is native to the hardwood forests of eastern Canada and north eastern US region. Canada is currently the largest producer of the NAG in the world. The majority of production is from Simcoe area of Ontario and the balance is mainly produced in British Columbia. The NAG is also grown in Wisconsin, USA, and the northeast and north of China.

Canadian NAG is unequalled in quality, taste and aroma. Since the 18th century, Ontario ginseng has been primarily exported to China where it is highly valued for its perceived superior quality and sweeter taste. Today, about 3,000 tonnes of Canadian ginseng roots are exported to China and other Asian markets annually.

Obtain the Canadian NAG advantage



Canadian NAG and Asian ginseng differ in their chemical composition and each appears to have distinct biological effects. From a traditional Chinese medicine point of view, the Chinese perceive NAG to be more “yin” – meaning it is used to reduce “heat” in the body. Alternatively, Asian ginseng is thought to be more “yang” – meaning it is used to raise “heat” in the body.¹

Your Health and Canadian NAG



Canadian NAG was an important medicine for the people of the First Nations. It has been taken to relieve stress, to help with digestive problems, energy problems, to strengthen mental abilities, and to treat the entire body system. Whether taken as a supplement, tonic or tea, Canadian NAG has been safe and effective when used appropriately. According to the Ontario Ginseng Growers Association and Dr. Edmund Lui, recent research conducted by scientists from the Ontario Ginseng Innovation and Research Consortium, which was funded by the Ontario Ministry of Research and Innovation, have provided pre-clinical evidence supporting the effectiveness of Ontario grown NAG as multi-action herbs. NAG has a wide range of activities, such as





anti-oxidative, anti-inflammatory, immune-stimulatory, and antibacterial activities. Also, NAG has benefits in cardiovascular health (vascular injury, heart attack and heart failure), stress, erectile dysfunction, diabetes complications, obesity and metabolic syndrome. In addition, this research has also revealed some of the mechanisms underlying the health benefits of ginseng.²

Ensuring Safety, Quality and Traceability

The Ontario Ginseng Growers Association has taken an active role in the development of the Good Agriculture Practices (GAP) Program for their growers. Approved by the Canadian Food Inspection Agency, the GAP Program provides tools to growers to assess on-farm food safety risks and to implement practices to eliminate them. It was built on HACCP (Hazard Analysis Critical Control Point) principles. The GAP Program will offer buyers additional assurance that growers have planted and harvested their roots for what they were intended, and not cross-contaminated with other species, or with ginseng grown elsewhere. It will provide product traceability and ensure proper management of pest control products. Under the GAP Program, on-farm food safety practices will be documented and producers will be audited periodically by external auditors recognized by the Agency. The majority of growers are now trained and ready to be certified. Canadian ginseng growers are poised to respond new food safety, quality assurance and traceability demands of international buyers.

Canada's Environmental Advantages

Canada's clean water and minimal pollution helps to ensure the high quality of Canadian ginseng. Ongoing agronomic research enables growers to use biological controls; and recent disease control research has led to the identification of products that will not only reduce the risk of plant disease in Canadian ginseng, but will reduce the environmental risk as well, ensuring agriculture is sustainable in the future. In addition, Canada is concerned about the conservation of NAG and has rules concerning trade in NAG to ensure that trade does not threaten the continued wild existence of this species in Canada. As such, trade in North American Ginseng from Canada requires CITES export permits.³





For more information on our products, our agricultural practices or learn more about Canadian NAG's health benefits, please visit:

Government website

- Horticulture Section & Canada Brand, Agriculture and Agri-Food Canada
<http://www.marquecanadabrand.agr.gc.ca/tools-utis/5270-eng.htm>

Industry website

- Ontario Ginseng Growers Association (OGGA)
www.ginsengontario.com/

¹. http://www.ginsengontario.com/mediafiles/pdfs/Ginseng_nervous.pdf

². Dr. Lui , Ed, Ontario Ginseng Innovation Research Consortium, Scientific Director, Pre-Clinical & Safety PTG Leader. Personal interview. 07 June, 2011. <http://www.ginsengontario.com/wellness/index.php?id=12&layid=2>

³. CITES is the Convention on International Trade in Endangered Species of Wild Fauna and Flora, and more information on CITES trade in ginseng in Canada is available at <http://www.ec.gc.ca/cites/default.asp?lang=En&n=8A26C423-1>.

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Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 4 or 6 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

Table 1. 2010 Canadian Ginseng Exports ¹ (HS Code 121120)

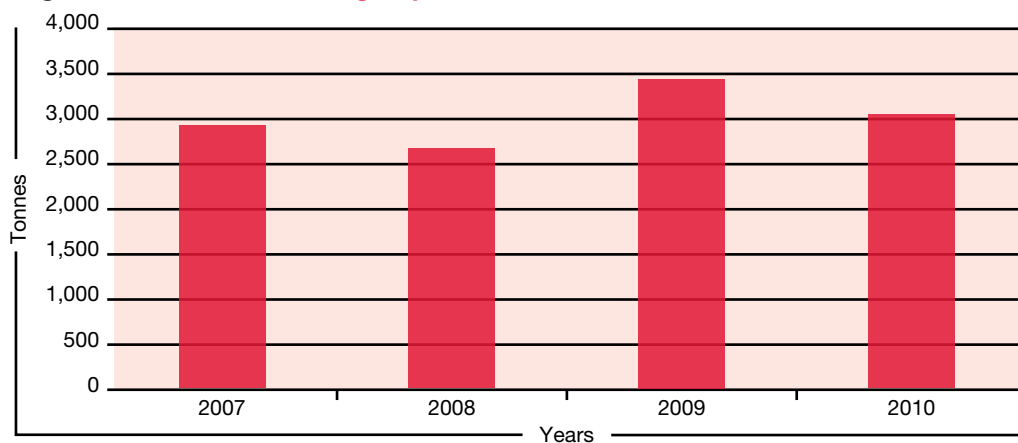
Country	Value (Cdn\$)	%
China	\$75,460	0.06%
Hong Kong	\$111,800,366	96.20%
Malaysia	\$104,006	0.09%
Singapore	\$680,913	0.59%
Taiwan	\$1,254,883	1.08%
United States	\$2,169,136	1.87%
Other	\$128,499	0.11%
Total	\$116,213,263	100.00%

Source: Statistics Canada (CATSNet, June 6, 2011)





Figure 1. Canadian Ginseng Exports 2007 – 2010¹ (HS Code 121120)



Source: Statistics Canada (CATSNet, June 6, 2011)

Table 2. 2010 Canadian Ginseng Exports¹ (HS Code 121120)

Year	Exports	
	Quantity (tonnes)	Value ('000 Cdn\$)
2007	2,886	91,677
2008	2,670	70,220
2009	3,431	95,304
2010	3,022	116,213

Source: Statistics Canada (CATSNet, June 6, 2011)

¹ http://www.ginsengontario.com/mediafiles/pdfs/Ginseng_nervous.pdf

