

The Fruit and Vegetable Sector: A major industry in Quebec

The Quebec fruit and vegetable sector comprises growers, wholesalers, importers, brokers, processors, packers, shippers, distributors, and retailers. This document outlines this sector's economic benefits, the fruit and vegetable consumption habits of Quebecers, as well as the trends observed in this important branch of the food industry.

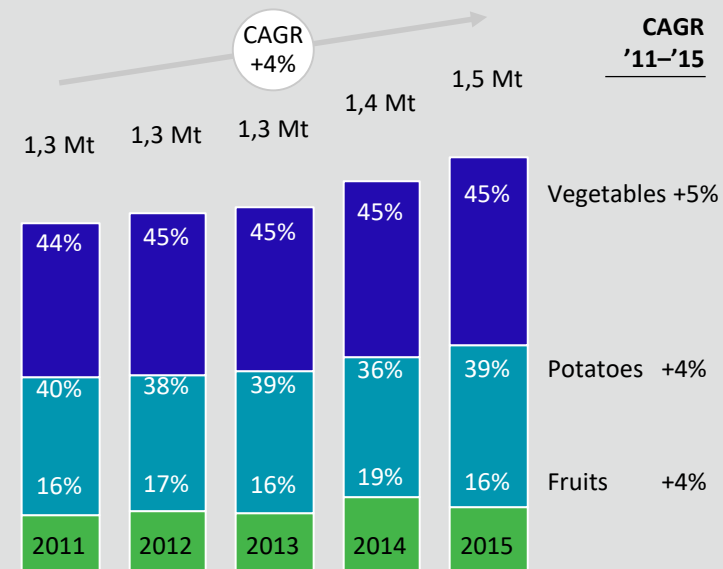
Double
The average annual growth of Quebec's fruit and vegetable production compared to production from the rest of Canada

- The bio-food sector contributes \$22 billion to the GDP
- Nearly 70% of the food-related GDP comes from the sector's distribution activities

- In total, Quebec produces 18% of Canada's fruits and vegetables
- Quebec's greenhouse fruit and vegetable production represents only 4% of the Canadian total, while the province's share of field-harvested vegetables and fruits makes up 33% and 29%, respectively

Fruit and vegetable production

Quebec, 2011–2015 (in million metric tons, in %)

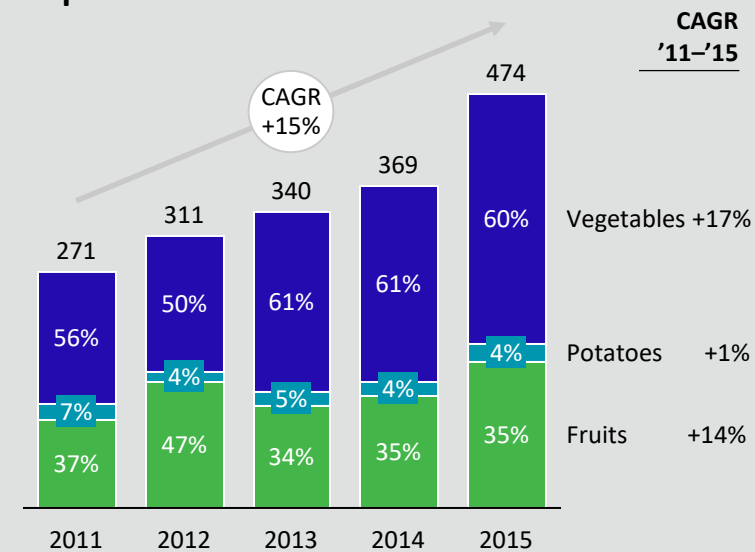


Quebec exports have increased significantly: 15% on average per year since 2011. Vegetables make up 60% of exports

International trade

Quebec, 2011–2015 (in billions \$, in %)

Exports

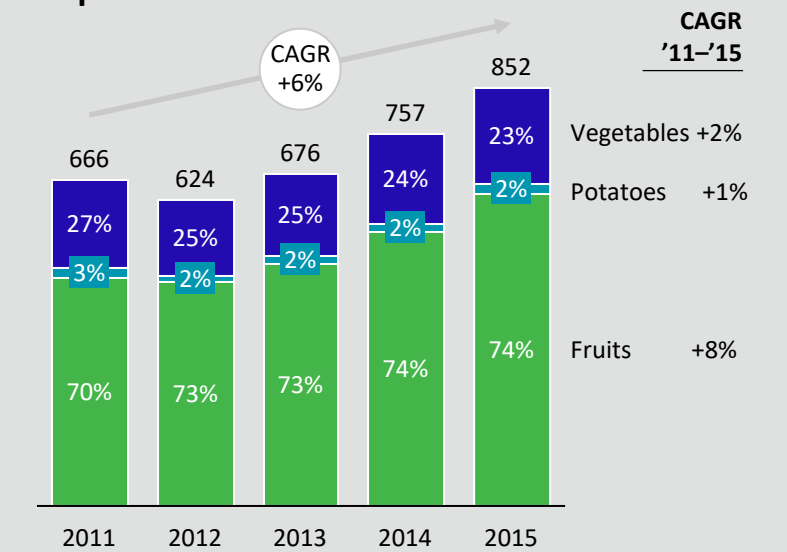


Imports are growing less rapidly: approximately 6% on average per year. Fruits make up 64% of imports

International trade

Quebec, 2011–2015 (in billions \$, in %)

Imports



Quebecers are the biggest consumers of fruits and vegetables

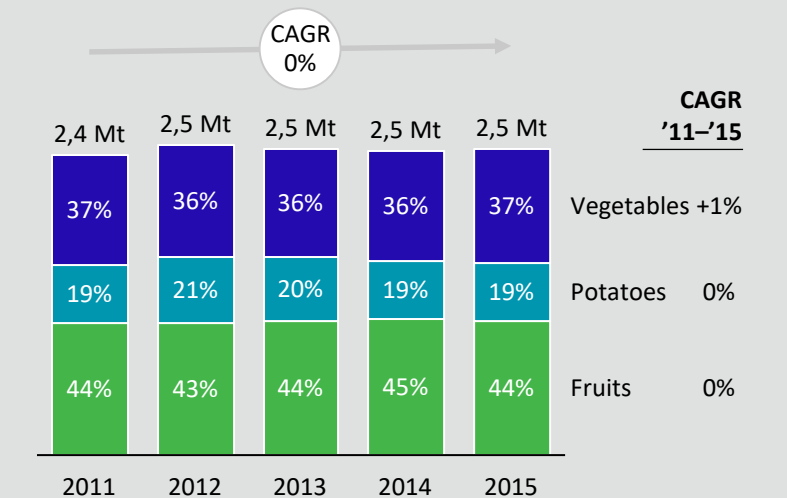
- 46% consume more than five portions per day, compared to 40% of Canadians
- Fresh produce constitutes 60% of consumption
- Although total consumption has progressed slowly (0.4%), frozen fruits have seen the most substantial growth in the past five years (13.5%)
- Exotic fruits represent the primary driver of growth in fruits

Fruits and vegetables make up a substantial part of our grocery basket

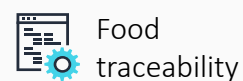
- The average household spends \$1,412 annually on fruits and vegetables
- Fruits and vegetables constitute 23% of the average household food expenditure of food purchased from stores
- Quebec's fruit and vegetable share of food expenditures is higher than that of the rest of Canada

Fruit and vegetable consumption

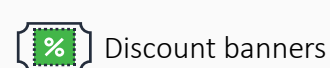
Quebec, 2011–2015 (in million metric tons, in %)



Consumption, processing, and production trends



Food traceability



Discount banners



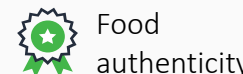
Producer to consumer sales



Creation of added value through commodity products



Development of local stores



Food authenticity



Agreements between local growers and retailers



Production of exotic foods



Online grocery stores



Highly segmented and personalized offer

CAGR: Compound annual growth rate

An economic contribution of **\$4.1 billion**, providing **more than 62,000 jobs** and substantial government revenues

ECONOMIC BENEFITS



\$5.7 billion in production and distribution expenditures



\$4.1 billion in added value

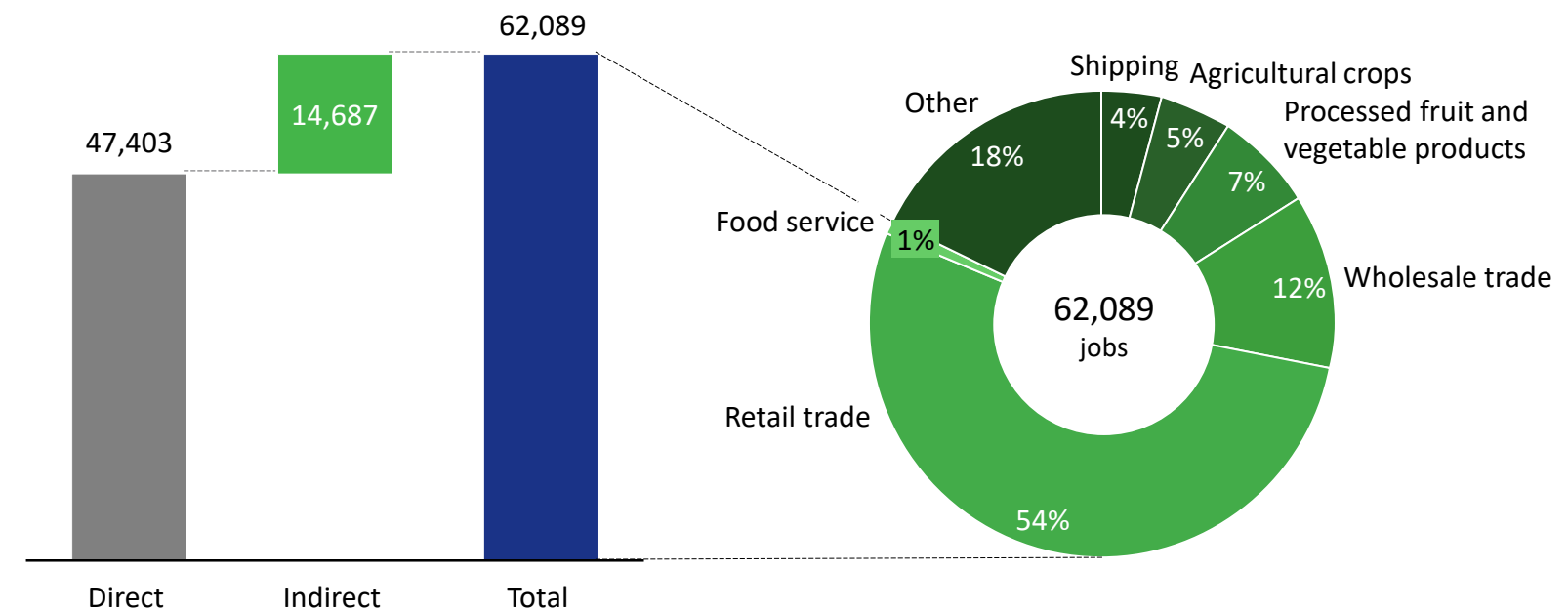


62,089 jobs supported annually



\$549 million in government revenue

Jobs supported by the fruit and vegetable sector
Quebec, 2016, in FTE)



66% of jobs supported by the sector are in retail and wholesale trade

Three scenarios to estimate the impact of increased fruit and vegetable consumption

1 Quebecers add one portion to their daily consumption of fruits and vegetables

2 Half of Quebecers consume at minimum the number of portions recommended by the Public Health Agency of Canada

3 As a whole, Quebecers consume at minimum the number of portions per day, as recommended by the Public Health Agency of Canada

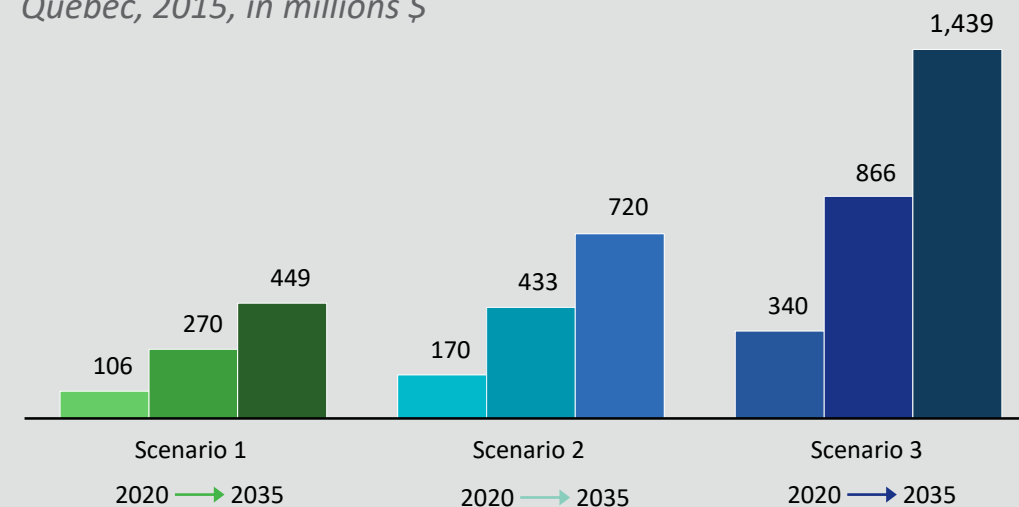
Fruit and vegetable consumption has an influence on the incidence of certain chronic conditions, including:

- Type II diabetes
- Myocardial ischemia
- Eight types of cancer: lung, oesophageal, gastric, breast, laryngeal, oral, bladder and colorectal

Reduction of public health spending of between \$450 million and \$1.4 billion between now and 2035, according to these scenarios

- ↓ Death rate
- ↑ Activity rate
- ↑ Number of jobs

Cumulative reduction in health spending
Quebec, 2015, in millions \$



Savings are estimated at **\$70 million annually**, which represents...



1,500 nurses
286 physicians



23% of the total public health budget
7% of the budget for the CISSS de la Montérégie-Est



Twice the budget of Quebec delegations abroad