

# Agribusiness & International Trade Services



Increasing exports and sales to Canada through education, business development, market entry and promotional activities – all centered around building relationships that maximize opportunities.

## We know the Canadian market.

ChangeMakers is a Canadian trade and consumer marketing agency with unique service offerings that help international food, drink, and agricultural organizations enter and do business in Canada .



## Cross-border and international trade relationships are complex. We make it easier for you to do business.

With deep connections within the agribusiness industry (buyers, importers, distributors, retailers, foodservice operators, trade, and government officials), we understand the complexities of Canada's regulatory requirements to help guide organizations to compliance.

As agriculture and trade specialists, we advise international companies on how to export your products to the Canadian market – from market entry and partner identification to in-country strategic marketing initiatives.

We build strong connections and long-lasting trade relationships with all audiences that tailor strategies to maximize results for our clients. For domestic organizations, we offer services targeted to help businesses grow, through retail, food service, and consumer promotions and events.





## Our agribusiness and trade services:



Trade show and mission organization and management



B2B and buyer identification and matchmaking services



Event management, including trade tastings and corporate events



Route to market support and information



Retail and food service (restaurants/bars) promotions



Regulatory and trade education and training



Market (entry) advisory, research, and guidance



Social and digital program development and management

### Additional services from ChangeMakers:

- Creative content development and design
- Digital strategy
- Social media management
- Indigenous engagement and advisory
- Health communications
- Consumer marketing
- Corporate and public affairs
- Public relations and reputation management
- Media relations
- Crisis communications and issues management

## Categories we support – and grow:



Aquaculture (fish and seafood)



Beverages – alcoholic and non-alcoholic



Commodity food products



Fresh produce (fruits and vegetables, nuts)



Consumer packaged goods



Indigenous-owned agri-food products



Lumber and wood products



Meat and poultry




Private label products



Vegan and plant-based foods





# Interested in learning how to increase product exports and drive sales in the Canadian market?

Let's connect!



**Kyla Best**

VP Agribusiness & International Trade

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With more than 20 years of experience, Kyla brings award-winning trade communications and public relations expertise to her clients. This includes designing and implementing campaigns that change attitudes, perceptions and behaviours to increase exports and sales.



**Laura Pixley**

Senior Director, Agribusiness & International Trade

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Laura's expertise is international trade development and promotion, including market education, B2B matchmaking, trade missions, trade shows, and special events to drive product awareness and purchase.



**Beatriz Moreno**

Director, Agribusiness & International Trade

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Bettyna has over 20 years of experience in international agricultural marketing. She is experienced in designing and implementing strategic marketing consumer and trade programs for a variety of commodities. Her client service, market condition knowledge and results-oriented mindset have delivered successful programs that grow her client's business.