






# Changes in the Ethnocultural Landscape of Alberta

## (& associated Cropportunities)


## Outline

Census Data	New Cropportunities
<ul style="list-style-type: none"> <li>Dissection of 4 different Canadian Censuses</li> <li>Changes in ethnic / immigration demographics</li> </ul>	<ul style="list-style-type: none"> <li>Trends</li> <li>New crops / markets</li> <li>Alternative marketing methods</li> </ul>



## Outline

- Ethnic Origins – Canada / Alberta
- Top 25 Countries of Origin – Canada / Alberta
- Top 12 Ethnicities
- 2016 Census – Immigration Status / Immigration Periods
- Ethnic Movers – trends and surges
- New Cropportunities
  - Resources
  - General Principles
  - Specific Opportunities



## FIRST THINGS FIRST: CHECK YOUR ASSUMPTIONS AT THE DOOR!

(THINGS ARE CHANGING)

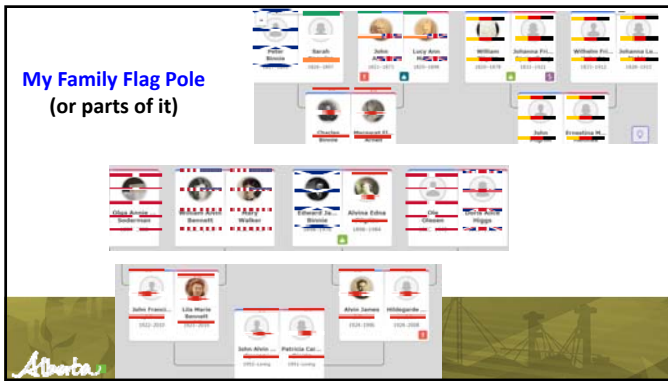


Meet...  
Me & my family  
(a.k.a. Joe Consumer in Alberta)

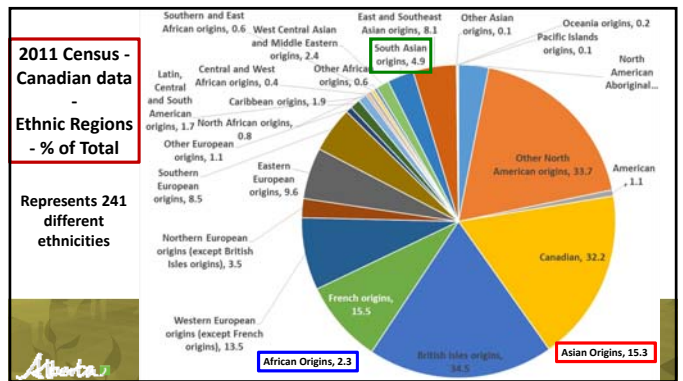
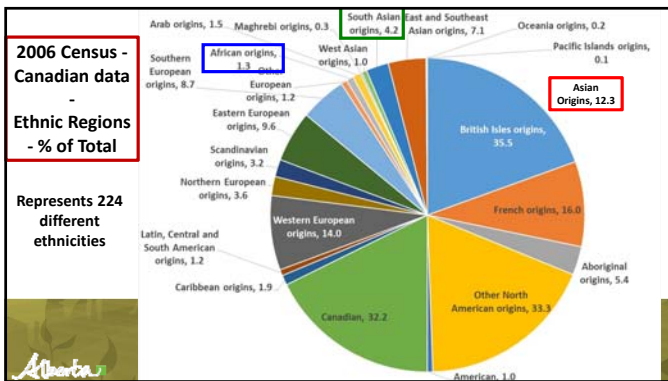
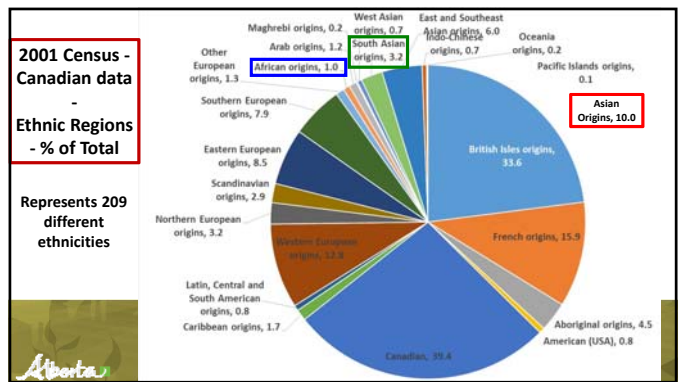


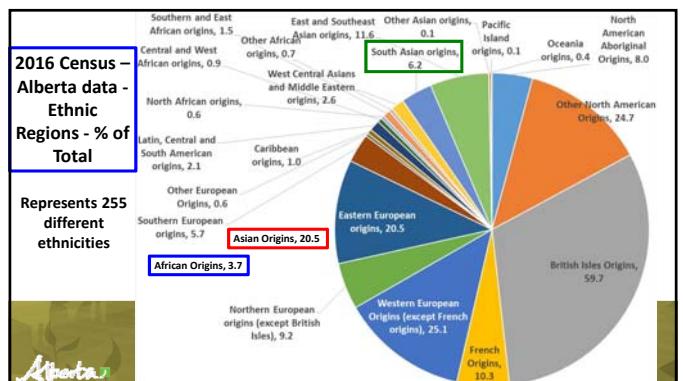
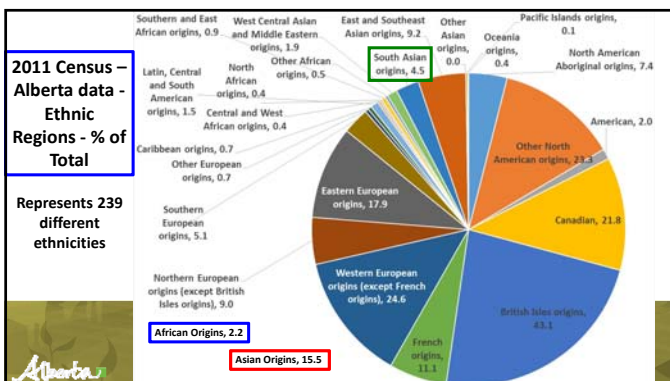
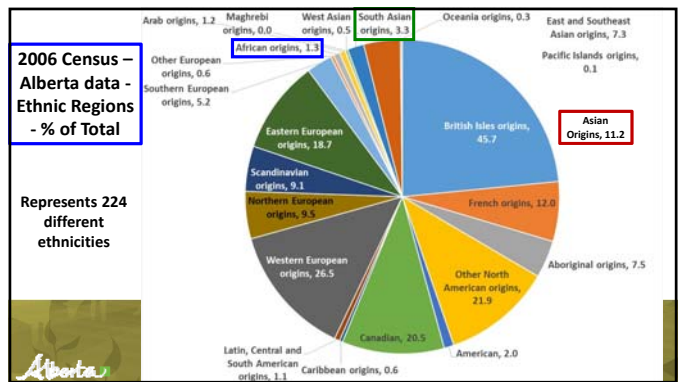
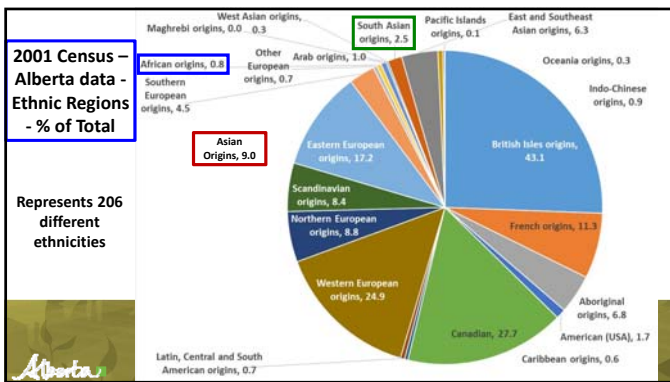
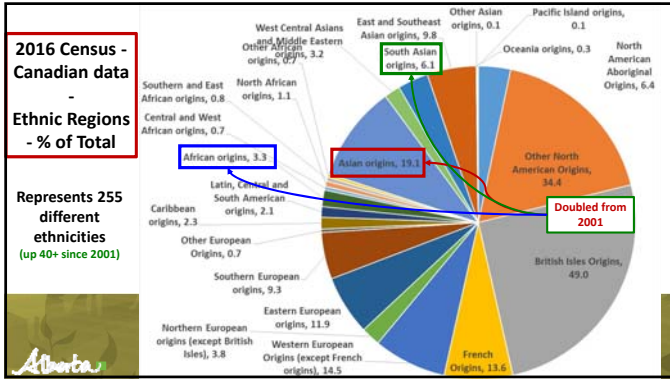

### My Family Tree (or parts of it)



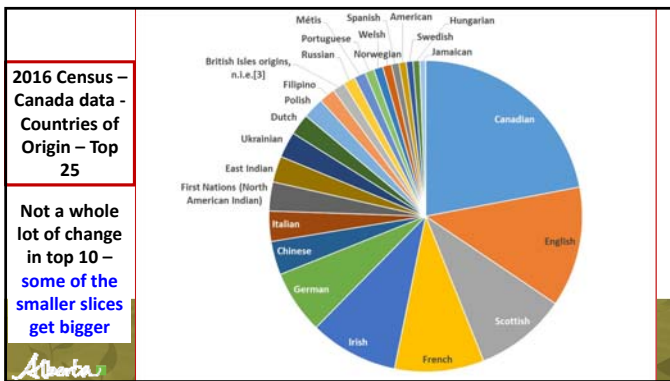
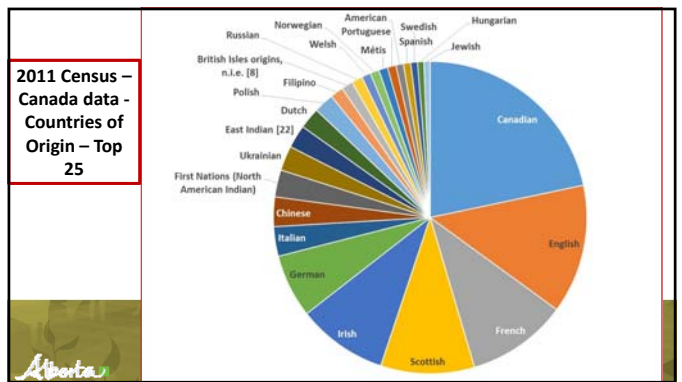
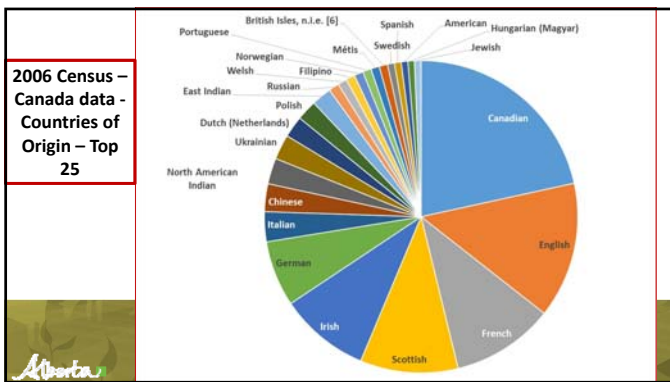
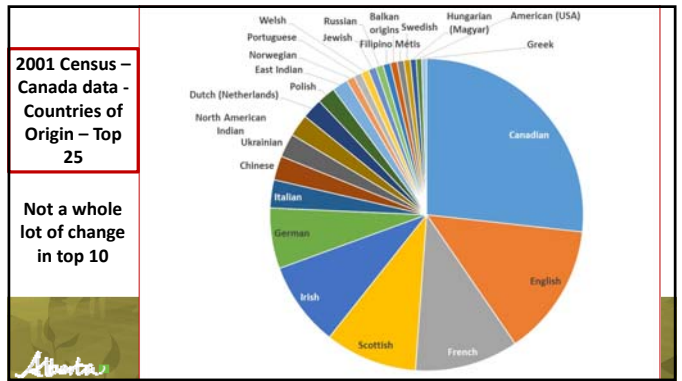



**ETHNIC ORIGINS (REGIONS) - CANADA**

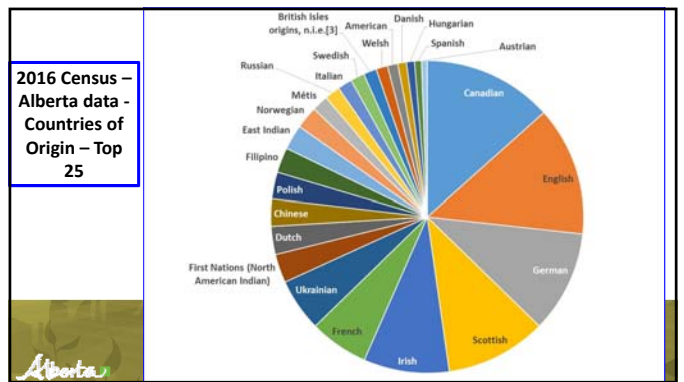
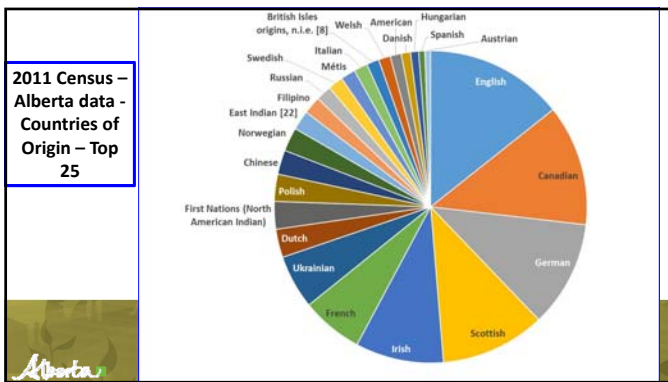
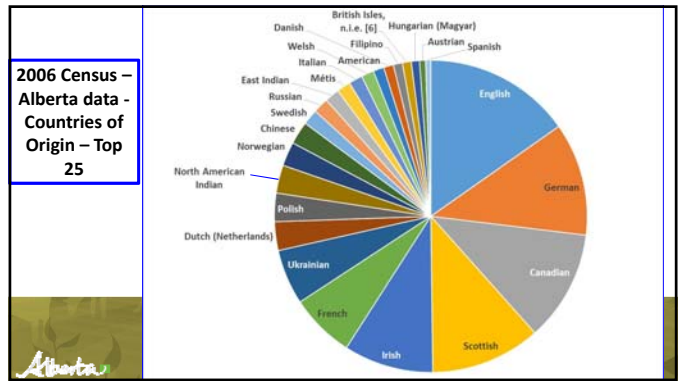
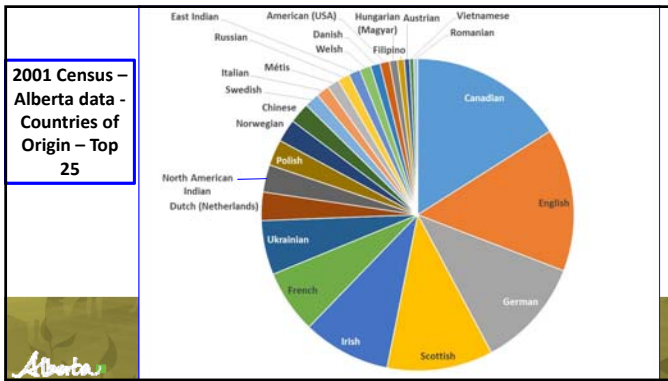




# COUNTRIES OF ORIGIN – TOP 25 - CANADA

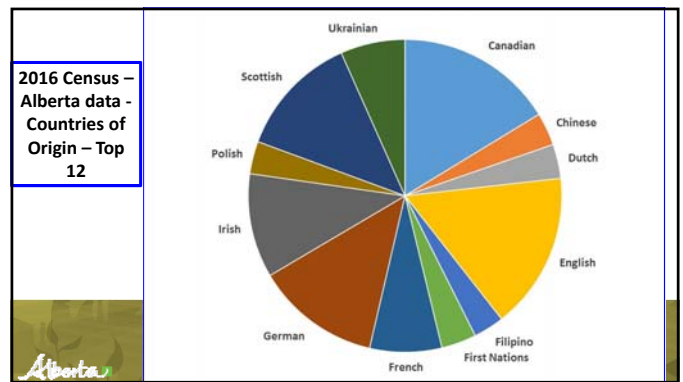
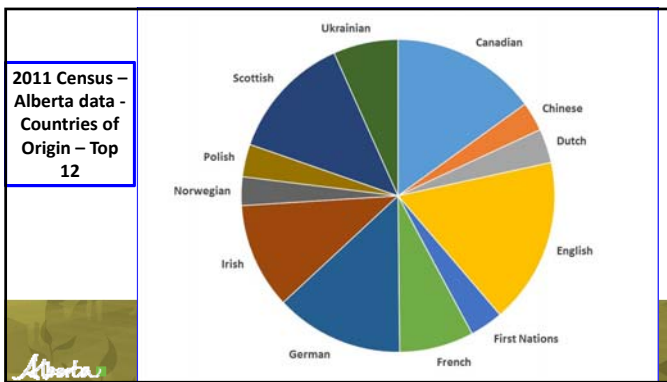
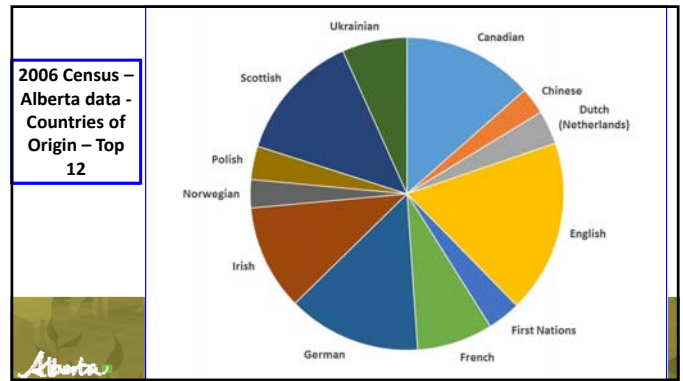
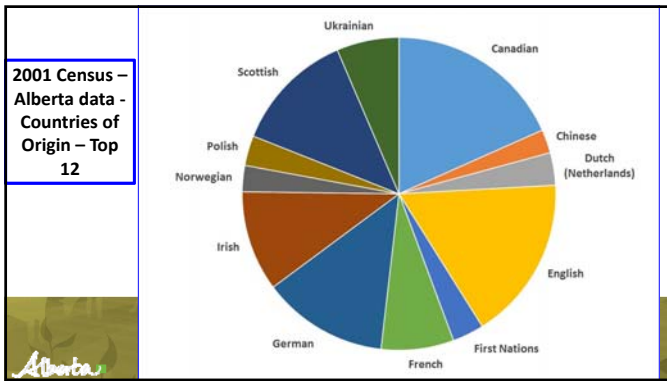


# COUNTRIES OF ORIGIN – TOP 25 - ALBERTA



**STOP:**  
**CHECK YOUR ASSUMPTIONS AT THE DOOR!**  
 (THINGS ARE CHANGING)

**ETHNICITY – TOP 12 - ALBERTA**



**2016 CENSUS – IMMIGRATION / PERIOD OF IMMIGRATION**

Pay attention to immigration periods and how immigration patterns changed over time

**2016 Immigrant Status & Period of Immigration - Canada Total #**

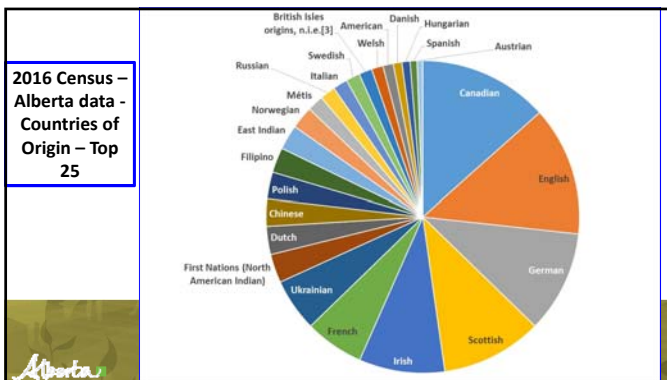
Geographic name	Total population	Period of Immigration					
		Non-immigrants	Immigrants	Before 2001	2001 to 2005	2006 to 2010	2011 to 2016
<b>Canada</b>	<b>34460060</b>	<b>26412615</b>	<b>7540830</b>	<b>4343720</b>	<b>928940</b>	<b>1056090</b>	<b>1212075</b>
Newfoundland and Labrador	512250	496410	12080	5545	990	1870	3675
Prince Edward Island	139685	129405	8940	3695	555	1335	3360
Nova Scotia	908340	842760	55675	30700	5100	8080	11790
New Brunswick	730710	692535	33810	17250	2435	4800	9325
Quebec	7965450	6788085	1091305	553855	140170	182110	215170
Ontario	13242160	9188820	3852145	2426240	490560	463175	472170
Manitoba	1240700	996860	227465	93270	22570	48420	63210
Saskatchewan	1070560	945810	112495	31515	8670	24370	47935
<b>Alberta</b>	<b>3978145</b>	<b>3062780</b>	<b>845220</b>	<b>381370</b>	<b>109145</b>	<b>146815</b>	<b>207780</b>
British Columbia	4560235	3167160	1292675	795880	147730	173505	175555
Yukon	35110	30265	4410	2240	330	725	1115
Northwest Territories	41135	37135	3690	1735	510	625	815
Nunavut	35580	34605	920	420	165	175	165

### 2016 Immigrant Status & Period of Immigration - Canada vs Alberta Total #

Geographic name	Total population	Period of Immigration					
		Non-immigrants	Immigrants	Before 2001	2001 to 2005	2006 to 2010	2011 to 2016
Canada	34,460,060	26,412,615	7,540,830	4,343,720	928,940	1,056,090	1,212,075
Alberta	3,978,145	3,062,780	845,220	381,370	109,145	146,915	207,790

### 2016 Immigrant Status & Period of Immigration - Canada vs Alberta %

Geographic name	Total population	Period of Immigration					
		Non-immigrants	Immigrants	Before 2001	2001 to 2005	2006 to 2010	2011 to 2016
Canada	100	76.6	21.9	12.6	2.7	3.1	3.5
Alberta	100	77	21.2	9.6	2.7	3.7	5.2



## ETHNIC ORIGINS – SOME OF THE CHANGES – ALBERTA

Pay attention to changes/surges in immigration patterns in recent periods of time

### 2016 Immigrant Status & Period of Immigration - Alberta

Not many changes

Place of Birth	Total immigrant population	Period of Immigration					
		Before 1981	1981 to 1990	1991 to 2000	2001 to 2005	2006 to 2010	2011 to 2016
Total - Place of birth	845215	163460	86350	131565	109145	146910	207790
<b>North American</b>							
United States	30460	12035	3320	3330	2470	4655	4645
<b>British Isles Origins</b>							
Ireland[6]	3935	1410	505	285	165	215	1355
United Kingdom	59215	32090	6420	4595	3490	6390	6225
<b>French Origins</b>							
France	2540	1040	160	320	190	405	425

### 2016 Immigrant Status & Period of Immigration - Alberta

Not many changes

Place of Birth	Total immigrant population	Period of Immigration					
		Before 1981	1981 to 1990	1991 to 2000	2001 to 2005	2006 to 2010	2011 to 2016
Total - Place of birth	845215	163460	86350	131565	109145	146910	207790
<b>Western European Origins (except French origins)</b>							
Netherlands	14030	9600	1210	1470	635	645	475
Germany	19200	12410	1355	1750	755	1555	1370
<b>Northern European origins (except British Isles)</b>							
Not a whole lot							
<b>Eastern European origins</b>							
Poland	16930	4415	6575	3545	410	1000	980
Ukraine	8150	1300	260	1545	1225	1480	2345

**2016 Immigrant Status & Period of Immigration - Alberta**  
 [Not many changes]

Place of Birth	Total immigrant population	Period of Immigration					
		Before 1981	1981 to 1990	1991 to 2000	2001 to 2005	2006 to 2010	2011 to 2016
Total - Place of birth	845215	163460	86350	131565	109145	146910	207790
<b>Eastern European origins (continued)</b>							
Romania	7725	570	820	1840	1895	1500	1105
Russian Federation	7260	420	145	1915	1770	1775	1235
<b>Southern European origins</b>							
Italy	8115	6905	345	235	75	255	305
Portugal	4055	2920	620	155	20	70	270

**FEW SURGES OR POSITIVE CHANGES IN IMMIGRATION FROM EUROPEAN REGIONS (OUR TRADITIONAL DRAW POINTS PRIOR TO 1981)**

**LATIN AMERICA**

**2016 Immigrant Status & Period of Immigration - Alberta**  
 [Some surges] [Mexico moved from 54<sup>th</sup> to 32<sup>nd</sup>]

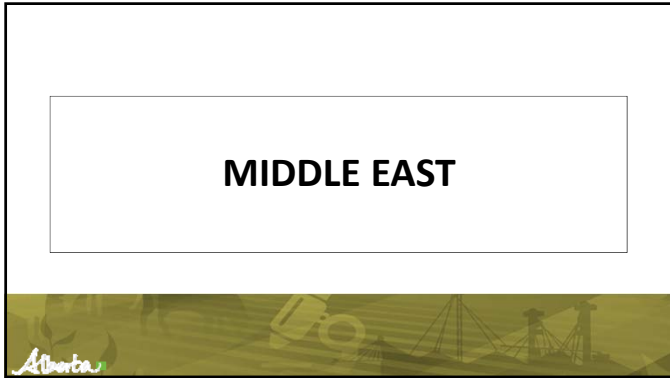
Place of Birth	Total immigrant population	Period of Immigration					
		Before 1981	1981 to 1990	1991 to 2000	2001 to 2005	2006 to 2010	2011 to 2016
Total - Place of birth	845215	163460	86350	131565	109145	146910	207790
<b>Caribbean origins</b>							
Jamaica	6845	2025	955	1050	410	745	1660
Trinidad and Tobago	3415	1615	585	570	215	245	185
<b>Latin, Central and South American origins</b>							
Colombia	9535	220	80	710	3165	3065	2290
El Salvador	7255	80	3460	1665	280	1070	705
Mexico	15665	815	1580	2695	2070	4100	4400
Venezuela	4340	90	75	180	770	1655	1565

**AFRICA**

**2016 Immigrant Status & Period of Immigration - Alberta**  
 [Total numbers weren't huge but changes in rank were] [Some rankings changed by 30 to 80 points]

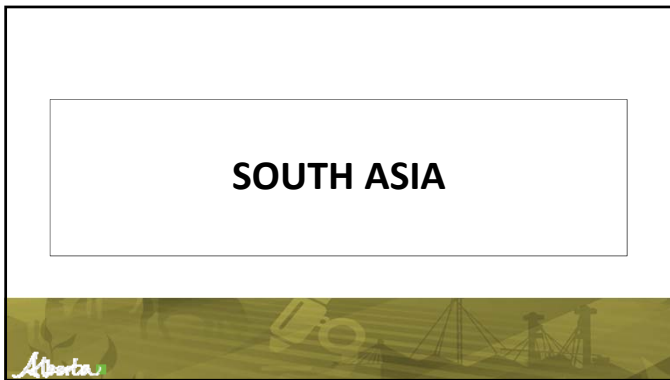
Place of Birth	Total immigrant population	Period of Immigration					
		Before 1981	1981 to 1990	1991 to 2000	2001 to 2005	2006 to 2010	2011 to 2016
<b>African origins</b>							
Cameroon	1760	10	0	35	155	505	1055
Congo, Democratic Republic of the	2930	70	60	485	640	870	805
Ghana	3165	180	340	835	540	595	670
Nigeria	12405	165	170	645	1445	3875	6110
Egypt	5315	390	255	795	595	1350	1940
Eritrea	4815	40	410	340	500	1125	2390
Ethiopia	10565	60	665	1580	1995	2820	3445
Kenya	5125	1455	645	590	555	675	1190
Somalia	7060	35	790	2095	710	1310	2120
South Africa, Republic of	7360	1010	560	1735	1070	1390	1585





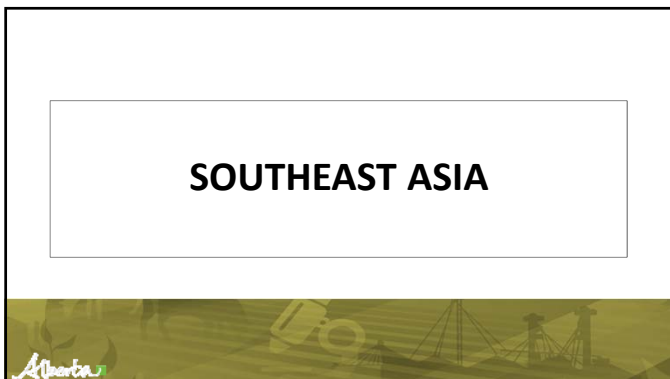
**2016 Immigrant Status & Period of Immigration - Alberta**  
 Iran 55<sup>th</sup> to 45<sup>th</sup> | Syria moved from 80<sup>th</sup> to 62<sup>nd</sup>

Place of Birth	Total immigrant population	Period of Immigration					
		Before 1981	1981 to 1990	1991 to 2000	2001 to 2005	2006 to 2010	2011 to 2016
Total - Place of birth	845215	163460	86350	131565	109145	146910	207790
<b>West Central Asians and Middle Eastern origins</b>							
Afghanistan	5195	20	200	1215	1930	1015	815
Iran	8910	165	870	1420	1395	1785	3260
Iraq	5935	115	190	1445	870	1310	2010
Lebanon	10390	2705	2010	1935	1015	1265	1470
Syria	4800	190	160	285	355	480	3335



**2016 Immigrant Status & Period of Immigration - Alberta**  
 Punjabi 50<sup>th</sup> to 41<sup>st</sup> | East Indian 17<sup>th</sup> to 13<sup>th</sup> | Pakistani 47<sup>th</sup> to 29<sup>th</sup>

Place of Birth	Total immigrant population	Period of Immigration					
		Before 1981	1981 to 1990	1991 to 2000	2001 to 2005	2006 to 2010	2011 to 2016
Total - Place of birth	845215	163460	86350	131565	109145	146910	207790
<b>South Asian origins</b>							
Bangladesh	5085	100	180	715	1185	1555	1350
India	91660	7045	5370	14905	14965	20555	28820
Nepal	3915	0	25	105	340	830	2620
Pakistan	28075	1065	885	5080	7610	6530	6910
Sri Lanka	4835	235	535	915	640	1165	1340



**2016 Immigrant Status & Period of Immigration - Alberta**  
 Filipino #s doubled in last 2 census | Moved from 22<sup>nd</sup> to 12<sup>th</sup> in Alberta

Place of Birth	Total immigrant population	Period of Immigration					
		Before 1981	1981 to 1990	1991 to 2000	2001 to 2005	2006 to 2010	2011 to 2016
Total - Place of birth	845215	163460	86350	131565	109145	146910	207790
<b>East and Southeast Asian origins</b>							
China	57695	7150	5085	10740	14055	10135	10525
Philippines	123830	4825	5620	15545	12180	26270	59390
Hong Kong	19110	6135	4730	6255	590	650	750
Korea, South	13850	1110	695	2640	2800	2760	3840
Viet Nam	27080	6385	9425	5645	1635	1950	2035
<b>Oceania origins</b>							
Australia	3365	885	290	425	280	425	1065
<b>Pacific Island origins</b>							
Fiji	4630	885	1005	1185	405	590	555

## NEW CROPPORTUNITIES

### GOOD REFERENCE: “AN OPPORTUNITY FOR ETHNOCULTURAL VEGETABLES IN CANADA”

– U OF GUELPH (APRIL 2011)  
[HTTPS://WWW.AGANNEX.COM/IMAGES/WHITE-PAPERS/ETHNO-VEG.PDF](https://www.agannex.com/images/white-papers/ethno-veg.pdf)

### Opportunities?

- Consumers of all backgrounds are interested in buying Canadian produce
- Producers may financially benefit by satisfying the tastes of growing immigrant populations over Canadian-born consumers
- *“In general, the opportunities for ethnocultural vegetables are higher in metropolitan areas”* ["An opportunity for ethnocultural vegetables in Canada" – U of Guelph – April 2011]

### Opportunities?

- New entrants to Canada are looking to consume foods that were part of their diets in their home country
- Each ethnicity will vary in their individual preferences
  - Size
  - Colour
  - Type
- Variations in name may be slight, but significant

### Trends = Opportunities?

- Of the Top 20 Hottest Food Trends of 2018 (National Restaurant Association), **9 have some sort of ethnic spin/angle** ([www.restaurant.org/News-research/Research/What-s-Hot](http://www.restaurant.org/News-research/Research/What-s-Hot))
- With the **easy availability of globally-sourced products**, the ability to source and indulge “food trendiness” has never been easier

### General Principles

- Freshness
- Produce quality
  - Many new consumers have a farming background and have a high level of awareness of “what to look for”
- Value-conscious

### Changing what you sell

Traditional Customer	New Opportunity
<ul style="list-style-type: none"> <li>▪ Fruit</li> <li>▪ Tubers</li> <li>▪ Leafy greens (lettuce, spinach, etc.)</li> <li>▪ Cole crops</li> </ul>	<ul style="list-style-type: none"> <li>▪ Same as traditional</li> <li>▪ Additional leafy stuff                             <ul style="list-style-type: none"> <li>▪ Pumpkin leaves</li> <li>▪ "weeds"</li> </ul> </li> <li>▪ Blossoms vs Fruit</li> <li>▪ Different root vegetables</li> </ul>

## CROPPORTUNITIES (BY REGION)

**SPECIALTY CROPPORTUNITIES**  
A Resource for Specialty Crop Growers

Specialty Crops Home | OMAFRA Crops Website | Specialty Crops Blog | Glossary | Specialty Crops Contacts

**Quick Choices**

- GENERAL AGRONOMICS
- BUSINESS PLANNING & MARKETING
- CROP SELECTION TOOLS
- ALPHABETICAL CROP LIST

**Category Selection**

Specialty Vegetables

Specialty Fruit and Nuts

Herbs

Industrial and Other Crops

Field and Warm Crops

<http://www.omafra.gov.on.ca/CropOp/en/index.html>

### Latin America – Opportunities

- Some traditional vegetables, but may want specific varieties (with specific characteristics)
  - Potatoes, onions, peppers, etc.
- Peppers (hot)
- Tomatillo
- Squash blossoms
- Different squash/melons?
- Cilantro
- Corn Smut (*Huitlacoche*) (fungus)


### Africa – Opportunities

- **Can VARY WIDELY between regions**
- Okra
- Eggplants
- Chili peppers
- Tomatoes
- Various greens (lettuce, spinach, etc.)


### Middle East – Opportunities

- Tomatoes and cucumbers
- Eggplants
- Onions and garlic
- Carrots, turnips, and beets
- Many varieties of cabbage, spinach, and chard
- Squash and okra

### South Asia – Opportunities





- Spinach
- Tomatoes
- Cauliflower
- Potato
- Cabbage
- Onions (small, baby)
- Carrots
- Green beans
- Chili peppers (green or red)
- Eggplant (small, round)
- Okra
- Bitter melon (varies)
- Cilantro / Coriander
- Mustard greens (incl. wild mustard)
- Fenugreek




*Alberta*

### Asia – Opportunities





- Eggplant (long skinny types)
- Tomatoes
- Green beans (Chinese type)
- Celery (Chinese type)
- Spinach
- Carrots
- Broccoli
- Lettuce (Romaine, red)
- Bok Choy / Pak Choy
- Chinese broccoli (gai lan; Chinese kale)
- Chinese greens (Chinese cabbages)
- Bitter melon (varies)
- Oriental Radish / Daikon




*Alberta*

### Philippines – Opportunities



- Eggplant (small, long, skinny)
- Bitter melon
- Okra
- Yard long beans / Long string beans
- Bok choy (Pechay)
- Cantaloupe
- Watermelon



*Alberta*

### Changing the way you sell

- Strong demand for regular and fresh
- Family groups are “in” again
- May need different rules
  - No off-farm food/drink
  - Field entry fees

*Alberta*

### Changing the way you sell (continued)

- Everything is for sale?
  - Clear prices
- Directly target specific ethnic groups
  - Special markets or events?
  - Targeted marketing?

*Alberta*

### QUESTIONS???

*Alberta*

**Alberta**  
Government

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Alberta Ag-Info Centre  
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SNACKS

Growing Forward 2  
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