



# The Functional Foods and Natural Health Products Survey 2007

**CONFIDENTIAL once completed**

Si vous préférez ce questionnaire en français veuillez cocher et retourner ce questionnaire .....

### Correct as required

Company Name  
 \_\_\_\_\_

Establishment Name  
 \_\_\_\_\_

C/O  
 \_\_\_\_\_

Address  
 \_\_\_\_\_

City  
 \_\_\_\_\_

Province/Territory \_\_\_\_\_ Postal Code \_\_\_\_\_

\_\_\_\_\_

## Information for the respondent

### The purpose of the survey

Statistics Canada is conducting this survey on behalf of Agriculture and Agri-Food Canada. The objectives of the survey are to produce statistical information on the functional food and natural health product sector and a profile of firms engaged in functional food and/or natural health product related activities in Canada. Information from this survey may be used by businesses for economic or market analysis, by trade associations to study industry performance, by government departments and agencies to assist policy formation, and by the academic community for research purposes.

### Authorization

Collected under the authority of the *Statistics Act*, Revised Statutes of Canada, 1985, Chapter S-19. Completion of this questionnaire is a **legal requirement** under the *Statistics Act*.

### The data you report are confidential

Statistics Canada is prohibited by law from publishing or releasing statistics that could reveal information obtained from this survey relating to an identifiable individual business or person. The data reported will be treated in strict confidence, used for statistical purposes and released in aggregated form only. To enhance its usefulness, Statistics Canada may create a database combining individual responses from this survey with

other information that Statistics Canada has from other surveys or from administrative records. The confidentiality provisions of the *Statistics Act* are not affected by the *Access to Information Act* or any other legislation.

### Who should complete this questionnaire?

The person(s) completing this questionnaire should be a senior manager such as a product or research and development manager, and someone who is familiar with, or has access to, the functional food or natural health product activities and financial information of your company. Please complete the questionnaire on behalf of all functional food and natural health product activities at your firm.

**Please return the completed survey in the self addressed prepaid envelope, within 15 days of receipt.**

### Assistance

If you have any questions or require assistance, please contact:

Telephone : 1 866 334-3393

Fax : 1 888 869-0972

E-mail: sieidinfo@statcan.ca

### Please complete the following information

Name of person completing the form 000001

Title 000002

Telephone Number 000003

(    )  -

Fax Number 000004

(    )  -

E-mail 000005

Web Address 000006



## Definitions of Functional Foods and Natural Health Products

**Functional Foods** are similar in appearance to, or may be, a conventional food, consumed as part of a usual diet, which is demonstrated to have physiological benefits and/or to reduce the risk of chronic disease beyond basic nutritional functions. *Examples include: orange juice with calcium, yogurts with probiotics and omega-3 eggs.*

**Natural Health Products** are products made from natural sources, often sold in dosage form and are designed to maintain or promote health; to restore or correct human health function; or to diagnose, treat or prevent disease. Examples include vitamins and minerals, herbal remedies, homeopathic medicines, traditional medicines such as Chinese medicine; probiotics, and other products like amino acids and essential fatty acids. (Natural health products are regulated under the Natural Health Products Regulations, which came into effect on January 1, 2004.)

## Reporting Instructions

For the purposes of this survey, “activities” refers to any combination of research and development activities, production of goods (intermediate or final) or sales or distribution of goods (intermediate or final), where goods are functional foods or natural health products. “Activities of the firm” refers to **activities in Canada in the Fiscal Year 2007/2008**.

## Functional Foods and/or Natural Health Products

1. a. Please indicate the types of Functional Foods intended for human consumption that your firm develops, produces or sells.

### Functional Foods

	Yes	No
<p><b>Fortified foods and beverages beyond the mandatory requirement</b> to enrich certain foods with vitamins and minerals for the purpose of providing added health benefits. (Examples include: soy beverages, orange juice with calcium, etc.)</p>	011001 1 <input type="radio"/>	3 <input type="radio"/>
<p><b>Foods and beverages that have added active ingredients, excluding vitamins or minerals</b>, that have been scientifically demonstrated to provide health benefits beyond their basic nutritional functions. (Examples include: muffins with beta-glucan, drinks with herb blends, foods with added soluble fibre, yogurts with probiotics, etc.)</p>	011002 1 <input type="radio"/>	3 <input type="radio"/>
<p><b>Foods and beverages specially enhanced to contain more of a functional component</b>, through plant breeding techniques, genetic modification, processing, or special livestock feeding techniques, that have been scientifically demonstrated to provide health benefits beyond their basic nutritional functions. (Examples include: tomato with enhanced lycopene level, canola high in carotenoids, strawberries containing increased levels of ellagic acid, omega-3 eggs, etc.)</p>	011003 1 <input type="radio"/>	3 <input type="radio"/>
<p>Other, please specify</p> <p>011004txt <input type="text"/></p>	011004 1 <input type="radio"/>	3 <input type="radio"/>

If your firm **does not have** Functional Food products in production, for sale or in development (you responded “No” to all of the Functional Food categories above) → **Go to Question 2a.**

**1. b. Please indicate the importance of Functional Food products (in development, in production or for sale) to your firm's Canadian operation in terms of their health purpose.**

Types of products are of "major importance" if they contribute significantly to the current sales of the firm or are otherwise deemed by management to be of strategic importance to the future of the firm. Types of products are of "minor importance" if they are part of the firm's activities but do not meet the criteria of major importance. A category is "not applicable" if the firm has no activities of any kind related to this type of product.

Please check one in each row.

Health Purposes	Importance		
	Major	Minor	Not applicable
a. Diabetes	012001 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
b. Cancer	012002 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
c. Arthritis	012003 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
d. Vascular / heart health	012004 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
e. Bone health	012005 5 <input type="radio"/>		0 <input type="radio"/>
f. Gut health	012006 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
g. Eye health	012007 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
h. Urinary tract health	012008 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
i. Prostate health	012009 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
j. Menopause	012010 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
k. Immune system	012011 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
l. Energy	012012 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
m. Sports performance / endurance	012013 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
n. Sexual performance	012014 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
o. Mental ability	012015 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
p. Weight control / loss or gain	012016 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
q. Overall health and well-being	012017 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
r. Other, please specify	012018 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>

012018txt

2. a. Please indicate the types of Natural Health Products intended for human consumption that your firm develops, produces or sells.

**Natural Health Products**

Yes No

Natural health products are those **extracted or purified from plants**. (Examples include: beta-glucan from oats, antioxidants from blueberries, isoflavonoids from soy, sterols from wood pulp, essential fatty acids from primrose oil, soluble fibre from fenugreek, etc.)

021001

1  3

Natural health products that are **ground, dried, powdered and pressed from plant materials**. (Examples include: echinacea, fenugreek, valerian and ginseng, etc.)

021002

1  3

Natural health products that are produced extracted or purified from **animals or micro organisms**. (Examples include: elk velvet, essential fatty acids (EFAs), enzymes, carotenoids, probiotics, etc.)

021003

1  3

Natural health products that are produced, extracted or purified from **marine sources** (Examples include: glucosamine, chitosan, products from algae, seaweed, kelp, fish oils, etc.)

021004

1  3

Natural health products **comprised solely of vitamins and minerals** (sold in dosage form).

021005

1  3

Other, please specify

021006

1  3

021006txt

If your firm **does not have** Natural Health Products in production, for sale or in development (you responded "No" to all of the Natural Health Product categories above), → **Go to Question 3a.**

**2. b. Please indicate the importance of Natural Health Products (in development, in production or for sale) to your firm's Canadian operation by health purpose.**

Types of products are of "major importance" if they contribute significantly to the current sales of the firm or are otherwise deemed by management to be of strategic importance to the future of the firm. Types of products are of "minor importance" if they are part of the firm's activities but do not meet the criteria of major importance. A category is "not applicable" if the firm has no activities of any kind related to this type of product.

Please check one in each row.

Health Purposes	Importance		
	Major	Minor	Not applicable
a. Diabetes	022001 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
b. Cancer	022002 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
c. Arthritis	022003 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
d. Vascular / heart health	022004 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
e. Bone health	022005 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
f. Gut health	022006 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
g. Eye health	022007 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
h. Urinary tract health	022008 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
i. Prostate health	022009 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
j. Menopause	022010 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
k. Immune system	022011 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
l. Energy	022012 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
m. Sports performance / endurance	022013 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
n. Sexual performance	022014 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
o. Mental ability	022015 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
p. Weight control / loss or gain	022016 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
q. Overall health and well-being	022017 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
r. Other, please specify	022018 5 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>

022018txt

**3. a. Did your firm provide Functional Food and/or Natural Health Product services such as those listed in question 3b below, in Fiscal Year 2007/2008?**

- 1  Yes  
 3  No

If your firm did provide Functional Food and/or Natural Health Products services (you responded "Yes" to the above) → **Go to Question 3b.**

If your firm did not provide any Functional Food and/or Natural Health Product services **and does not have** Functional Foods (Question 1a) **AND does not have** Natural Health Products (Question 2a) in production, for sale or in development, please return the questionnaire in the accompanying self addressed prepaid envelope.

**Thank you.**

**3. b. For what purpose(s) did you provide these services, either in Canada or abroad?**

Please check all that apply

<u>Purpose</u>	<u>Canadian</u>	<u>Foreign</u>
a. Scientific research & development	032011 <input type="radio"/>	032012 <input type="radio"/>
b. Intellectual property	032021 <input type="radio"/>	032022 <input type="radio"/>
c. Regulatory	032031 <input type="radio"/>	032032 <input type="radio"/>
d. Clinical trials	032041 <input type="radio"/>	032042 <input type="radio"/>
e. Manufacturing / production	032051 <input type="radio"/>	032052 <input type="radio"/>
f. Technical / engineering	032061 <input type="radio"/>	032062 <input type="radio"/>
g. Quality control	032071 <input type="radio"/>	032072 <input type="radio"/>
h. Sales / marketing / advertising	032081 <input type="radio"/>	032082 <input type="radio"/>
i. Market research	032091 <input type="radio"/>	032092 <input type="radio"/>
j. Management / finance	032101 <input type="radio"/>	032102 <input type="radio"/>
k. Business development	032111 <input type="radio"/>	032112 <input type="radio"/>
l. Other, please specify	032121 <input type="radio"/>	032122 <input type="radio"/>

032121txt

**3. c. Which purpose was the most important for your firm?**

Consider importance in regards to the current sales of the firm or that which is otherwise deemed by management to be of strategic importance to the future of the firm

033001

(Provide corresponding letter)

**4. How many Functional Food and/or Natural Health Product related product lines does your firm currently have on the market?**

Do not consider different package sizes, labels, and product flavors or formats as separate product lines. For example, fenugreek sold in 10g and 50g packages, in both a liquid and tablet form would constitute one product line, a product labeled for sale in the USA and in Canada would constitute one product line as well.

Products sold <b>only in Canada</b> .....	040001	<input type="text"/>
Products sold <b>only outside of Canada</b> .....	040002	<input type="text"/>
Products sold <b>both in Canada and outside of Canada</b> . . .	040003	<input type="text"/>
<b>Total</b> .....	040004	<input type="text"/>

**Firm Activities**

**5. a. For your firm’s Functional Food product operations in Canada, in which of the following activities does your firm engage directly?**

Please check all that apply

Activity

**Functional Foods**

- |   |        |                       |
|---|--------|-----------------------|
| a. Scientific research & development  | 051001 | <input type="radio"/> |
| b. Product development / scale up of new products   | 051002 | <input type="radio"/> |
| c. Manufacturer of ingredients or raw materials to be used in functional foods                              | 051003 | <input type="radio"/> |
| d. Manufacturer of semi-finished functional foods to be further processed before sales                      | 051004 | <input type="radio"/> |
| e. Manufacturer of consumer-ready products to be sold without further processing                            | 051005 | <input type="radio"/> |
| f. Wholesaler of products   | 051006 | <input type="radio"/> |
| g. Retailer of products   | 051007 | <input type="radio"/> |
| h. Provide services only (equipment, clinical testing, software, regulatory affairs, etc.) for the industry | 051008 | <input type="radio"/> |
| i. Provide technology pertaining to the production of functional foods                                      | 051009 | <input type="radio"/> |
| j. Other, please specify  | 051010 | <input type="radio"/> |

051010txt

**5. b. Which activity was the most important to your firm?**

Consider importance in regards to the current sales of the firm or that which is otherwise deemed by management to be of strategic importance to the future of the firm.

052001  (Provide corresponding letter)

6. a. For your firm's Natural Health Product operations in Canada, in which of the following activities does your firm engage directly?

Please check all that apply

Activity

**Natural Health Products**

- |   |        |                       |
|---|--------|-----------------------|
| a. Scientific research & development  | 061001 | <input type="radio"/> |
| b. Product development / scale up of new products   | 061002 | <input type="radio"/> |
| c. Manufacturer of ingredients or raw materials to be used in natural health products                       | 061003 | <input type="radio"/> |
| d. Manufacturer of semi-finished natural health products to be further processed before sales               | 061004 | <input type="radio"/> |
| e. Manufacturer of consumer-ready products to be sold without further processing                            | 061005 | <input type="radio"/> |
| f. Wholesaler of products   | 061006 | <input type="radio"/> |
| g. Retailer of products   | 061007 | <input type="radio"/> |
| h. Provide services only (equipment, clinical testing, software, regulatory affairs, etc.) for the industry | 061008 | <input type="radio"/> |
| i. Provide technology pertaining to the production of natural health products                               | 061009 | <input type="radio"/> |
| j. Other, please specify  | 061010 | <input type="radio"/> |

061010txt

6. b. Which activity was the most important to your firm?

Consider importance in regards to the current sales of the firm or that which is otherwise deemed by management to be of strategic importance to the future of the firm.

062001

(Provide corresponding letter)



**7. Please provide your best estimate of the proportion of sales of Functional Foods and/or Natural Health Products through the following distribution channels:**

<u>Distribution method</u>	% of sales of functional foods and/or natural health products
Direct selling/ internet sales/ mail order .....	070001 <input type="text"/> %
Wholesaler .....	070002 <input type="text"/> %
Direct to retailer .....	070003 <input type="text"/> %
Multi-level marketing / network marketing .....	070004 <input type="text"/> %
Broker / 3rd party distributor .....	070005 <input type="text"/> %
Other, please specify .....	070006 <input type="text"/> %
070006txt <input style="width: 400px; height: 20px;" type="text"/>	
<b>Total sales of all functional foods and/or natural health products .....</b>	<b>100 %</b>

**8. Please provide your best estimate of the proportion of sales of Functional Foods and/or Natural Health Products to the following customer types:**

<u>Customer type</u>	% of sales of functional foods and/or natural health products
Final consumers .....	080001 <input type="text"/> %
Retailer .....	080002 <input type="text"/> %
Wholesaler .....	080003 <input type="text"/> %
Private label .....	080004 <input type="text"/> %
Other, please specify .....	080005 <input type="text"/> %
080005txt <input style="width: 400px; height: 20px;" type="text"/>	
<b>Total sales of all functional foods and/or natural health products .....</b>	<b>100 %</b>

## Firm Characteristics

### 9. What is the business structure of this firm?

Please check one only

- 090001 1  Private corporation
- 2  Publicly traded corporation
- 3  Sole proprietorship
- 4  Unincorporated partnership
- 5  Other, please specify

090001txt

### 10. Is your firm Canadian controlled?

- 100001 1  Yes
- 3  No

## Business Practices

Partnership or collaborative arrangements involve the active participation in projects between your firm and other firms or organizations. These projects involve the development, production and/or distribution of functional foods and/or natural health product products or technology surrounding them. Pure contracting-out work, where money is paid for a service, is not regarded as a partnership.

### 11. Is your firm involved in Functional Food and/or Natural Health Product related partnership(s) or collaborative arrangements with other firms or organizations?

- 110001 1  Yes
- 3  No → Go to Question 14.

**12. What is/are the purpose(s) of your partnership(s) or collaborative arrangements?  
Provide the number of arrangements by specified purpose and partner type.**

Purpose of partnership	Partner type <i>Please report all that apply</i>				
	Functional Food / Natural Health Product firm	Other firm	Private non-profit	Academic Institution / hospital	Government lab, agency or organization
Conduct scientific research and development	120001 <input type="text"/>	120002 <input type="text"/>	120003 <input type="text"/>	120004 <input type="text"/>	120005 <input type="text"/>
Regulatory affairs	120011 <input type="text"/>	120012 <input type="text"/>	120013 <input type="text"/>	120014 <input type="text"/>	120015 <input type="text"/>
Clinical trials	120021 <input type="text"/>	120022 <input type="text"/>	120023 <input type="text"/>	120024 <input type="text"/>	120025 <input type="text"/>
Production / manufacturing	120031 <input type="text"/>	120032 <input type="text"/>	120033 <input type="text"/>	120034 <input type="text"/>	120035 <input type="text"/>
Access markets / distribution channels	120041 <input type="text"/>	120042 <input type="text"/>	120043 <input type="text"/>	120044 <input type="text"/>	120045 <input type="text"/>
Access capital	120051 <input type="text"/>	120052 <input type="text"/>	120053 <input type="text"/>	120054 <input type="text"/>	120055 <input type="text"/>
Access patents	120061 <input type="text"/>	120062 <input type="text"/>	120063 <input type="text"/>	120064 <input type="text"/>	120065 <input type="text"/>
Access to other intellectual property	120071 <input type="text"/>	120072 <input type="text"/>	120073 <input type="text"/>	120074 <input type="text"/>	120075 <input type="text"/>
Other, please specify	120081 <input type="text"/>	120082 <input type="text"/>	120083 <input type="text"/>	120084 <input type="text"/>	120085 <input type="text"/>
120080txt	<input type="text"/>				

**13. Is your firm currently seeking to form new partnership(s) or collaborative arrangements?**

- 130001 1  Yes
- 3  No

**14. Did your firm contract out Functional Food and/or Natural Health Product related activities such as those listed in Question 15a below in Fiscal Year 2007/2008?**

140001 1  Yes

3  No → **Go to Question 16.**

**15. a. For what purpose(s) did you contract out, either in Canada or abroad?**

Please check all that apply

<u>Purpose</u>	Canadian	Foreign
a. Scientific research & development	151011 <input type="radio"/>	151012 <input type="radio"/>
b. Intellectual property	151021 <input type="radio"/>	151022 <input type="radio"/>
c. Regulatory	151031 <input type="radio"/>	151032 <input type="radio"/>
d. Clinical trials	151041 <input type="radio"/>	151042 <input type="radio"/>
e. Manufacturing / production	151051 <input type="radio"/>	151052 <input type="radio"/>
f. Technical / engineering	151061 <input type="radio"/>	151062 <input type="radio"/>
g. Quality control	151071 <input type="radio"/>	151072 <input type="radio"/>
h. Sales / marketing / advertising	151081 <input type="radio"/>	151082 <input type="radio"/>
i. Market research	151091 <input type="radio"/>	151092 <input type="radio"/>
j. Management / finance	151101 <input type="radio"/>	151102 <input type="radio"/>
k. Business development	151111 <input type="radio"/>	151112 <input type="radio"/>
l. Other, please specify	151121 <input type="radio"/>	151122 <input type="radio"/>

151121txt

**15. b. Which purpose was the most important for your firm?**

Consider importance in regards to the current sales of the firm or that which is otherwise deemed by management to be of strategic importance to the future of the firm.

152001

(Provide corresponding letter)

## Intellectual Property

16. Did your firm grant any Functional Food and/or Natural Health Product licensing agreement(s) in Fiscal Year 2007/2008?

160001 1  Yes

3  No → Go to Question 18.

17. How much revenue did your Functional Food and/or Natural Health Product related intellectual property (IP) licensing agreement(s) generate in Fiscal Year 2007/2008?

\$  170001

18. Did your firm acquire any Functional Food and/or Natural Health Product licensing agreement(s) in Fiscal Year 2007/2008?

180001 1  Yes

3  No

19. Did your firm develop trade secrets in Fiscal Year 2007/2008?

190001 1  Yes

3  No

20. Did your firm register any trademarks in Fiscal Year 2007/2008?

200001 1  Yes

3  No

21. Does your firm have Functional Food and/or Natural Health Product related patents or pending patents?

210001 1  Yes

3  No → Go to Question 23.

22. Please indicate the number of Functional Food and/or Natural Health Product related patents and pending patents your firm has world wide.

220001  patents  
Number of Existing Patents

220002  patents  
Number of Pending Patents

## Raising Capital

23. Did your firm attempt to raise capital specifically for Functional Food and/or Natural Health Product related purposes in Fiscal Year 2007/2008?

- 230001 1  Yes
- 3  No → Go to Question 30.

24. Were you successful in raising any capital?

- 240001 1  Yes
- 3  No → Go to Question 28.

25. Did you reach your target?

- 250001 1  Yes
- 3  No → What percentage of your target did you reach?  %

26. How much capital was raised?

\$

27. Please indicate which of the following sources contributed to your capital raised, and provide a distribution of total capital raised from each source.

Source	Percent
Canadian based venture capital .....	270001 <input type="text"/> %
American based venture capital .....	270002 <input type="text"/> %
Other foreign based venture capital .....	270003 <input type="text"/> %
Conventional funds (i.e. banks, IPO, SPO) .....	270004 <input type="text"/> %
Angel investors / family members .....	270005 <input type="text"/> %
Government(s) .....	270006 <input type="text"/> %
Partner(s) from strategic alliance(s) .....	270007 <input type="text"/> %
Other, please specify .....	270008 <input type="text"/> %
270008txt <input type="text"/>	
<b>Total</b> .....	<b>100</b> %

**28. a. Was your firm limited or refused any request(s) for funds from any source when raising capital?**

280001 1  Yes

3  No → Go to Question 29.

**28. b. What reason(s) did the lender(s) give for limiting or refusing your request for capital?**

**Reasons for limiting or refusing capital**

Please check all that apply

Functional food and/or natural health product process not sufficiently developed 282001

Functional food and/or natural health product, product line or portfolio limited in scope 282002

Insufficient specific management skills / expertise 282003

Capital not available due to market conditions 282004

Further product development or proof of concept required 282005

Lender does not fund development projects 282006

Lack of intellectual property 282007

Uncertainities of market demand for product or service 282008

Other, please specify 282009

282009txt

**29. a. Why did you raise, or attempt to raise capital for Functional Foods and/or Natural Health Products?**

**Reasons for raising capital**

Please check all that apply

a. Scientific research & development purposes 291001

b. Develop or expand production and manufacturing capability 291002

c. Commercialize current research & development projects 291003

d. Clinical / regulatory expenses 291004

e. To expand in existing or enter into new markets 291005

f. Repay current investors 291006

g. Other, please specify 291007

291007txt

**29. b. Which reason was the most important for your firm?**

292001

(Provide corresponding letter)

30. Rate the following obstacles affecting the competitive ability in your firm.

**Obstacles**

**Degree of importance**

**High      Medium      Low      Not applicable**

**Inputs**

Access to capital	300101	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
Access to technology	300102	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
Access to information	300103	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>

**Markets**

Domestic market too small	300204	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
Lack of domestic distribution and marketing channels	300205	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
Lack of access to international markets	300206	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
Lack of international market distribution and marketing channels	300207	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>

**Constraints**

Lack of public awareness or acceptance	300308	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
Regulatory requirements in Canada	300309	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
Regulatory requirements in international markets	300310	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
Labeling requirements in international markets	300311	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
International harmonization	300312	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
Patent rights held by others	300313	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
Protecting intellectual property	300314	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
Other, please specify	300315	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>

300315txt



## Human Resources

### 31. How many employees (include the number of permanent and seasonal/casual/contract), did your firm employ in Fiscal Year 2007/2008?

Please report highest employment level for Fiscal Year 2007/2008.

310001

employees

### 32. How many of your employees (include permanent and seasonal/casual/contract), devoted all or any portion of their time to Functional Food and/or Natural Health Product related activities, or tasks associated (such as administrative or secretarial) with the running of the Functional Food and/or Natural Health Product portion of this business in Fiscal Year 2007/2008?

320001

employees

### 33. Does your firm currently have unfilled Functional Food and/or Natural Health Product related positions?

330001

1

Yes

3

No → Go to Question 35.

### 34. For those unfulfilled positions, what type of competencies are needed?

Please indicate those which are critical to the long-term strategic goals of your firm.

Please check all that apply

340001

Scientific research & development

340007

Quality control

340002

Intellectual property

340008

Sales / marketing / advertising

340003

Regulatory

340009

Market research

340004

Clinical trials

340010

Management / finance

340005

Manufacturing / production

340011

Business development

340006

Technical / engineering

340012

Other, please specify

340012txt

**35. Did your firm experience difficulty in filling vacant Functional Food and/or Natural Health Product related positions in Fiscal Year 2007/2008?**

350001 1  Yes

3  No → **Go to Question 37.**

**36. a. Which of the following obstacles have impacted your efforts to fill your Functional Food and/or Natural Health Product positions?**

Obstacles

Please check all that apply

a. Compensation requirements by candidates too high

361001

b. Candidates unwilling to relocate

361002

c. Candidates lack of expertise

361003

d. Capital / resources insufficient to attract candidates

361004

e. Competition for qualified candidates

361005

f. Lack of qualified candidates

361006

g. Other, please specify

361007

361007txt

**36. b. Which obstacle was the most significant?**

362001

(Provide corresponding letter)

**37. How many new employees with any type of Functional Food and/or Natural Health Product responsibilities did you hire in Fiscal Year 2007/2008?**

If the appropriate response is '0' (zero), please indicate '0', do not leave blanks.

Number of new employees hired from Canada

370001

new employees

Number of new employees hired from outside of Canada

370002

new employees

## Regulations

38. a. Did your firm have any contact in the Fiscal Year 2007/2008 with either Health Canada or the Canadian Food Inspection Agency?

381001 1  Yes

3  No → Go to Question 40.

38. b. What specific regulatory contact has your firm experienced in the Fiscal Year 2007/2008 regarding a Functional Food and/or Natural Health Product?

	Please check all that apply			
	Health Canada Food Directorate	Health Canada Natural Health Products Directorate	Canadian Food Inspection Agency	Not Applicable
Novel food designation	382011 <input type="radio"/>		382013 <input type="radio"/>	382010 <input type="radio"/>
Submission for health claim on food	382021 <input type="radio"/>		382023 <input type="radio"/>	382020 <input type="radio"/>
Site license for natural health products		382032 <input type="radio"/>		382030 <input type="radio"/>
Product license for natural health products		382042 <input type="radio"/>		382040 <input type="radio"/>
Health claim for natural health products		382052 <input type="radio"/>		382050 <input type="radio"/>
Adverse reaction reporting	382061 <input type="radio"/>	382062 <input type="radio"/>	382063 <input type="radio"/>	382060 <input type="radio"/>
Clinical trial approval	382071 <input type="radio"/>	382072 <input type="radio"/>		382070 <input type="radio"/>
Labeling and advertising	382081 <input type="radio"/>	382082 <input type="radio"/>	382083 <input type="radio"/>	382080 <input type="radio"/>
Allergies and sensitivities	382091 <input type="radio"/>	382092 <input type="radio"/>	382093 <input type="radio"/>	382090 <input type="radio"/>
Export of food and/or natural health products	382101 <input type="radio"/>	382102 <input type="radio"/>	382103 <input type="radio"/>	382100 <input type="radio"/>
Import of food and/or natural health products	382201 <input type="radio"/>	382202 <input type="radio"/>	382203 <input type="radio"/>	382200 <input type="radio"/>
Other, please specify	382301 <input type="radio"/>	382302 <input type="radio"/>	382303 <input type="radio"/>	382300 <input type="radio"/>
382300txt	<input type="text"/>			

**39. a. Please rate your degree of agreement with the following statements as they relate to your firm's experience with Health Canada's Food Directorate.**

*Please check **one** only*

**Experience with Health Canada's Food Directorate**

		Level of Agreement			Not applicable
		High	Medium	Low	
I was able to identify all the regulatory requirements needed	391001	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
The guidance documents were easy to understand and follow	391002	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
I was able to identify and communicate with an individual regulator to obtain information prior to submission	391003	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
I was able to provide all supporting data required in the initial application	391004	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
I was able to track the approval process for my product	391005	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
I was aware of the time required to obtain regulatory approval for my product	391006	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>

**39. b. Please rate your degree of agreement with the following statements as they relate to your firm's experience with Health Canada's Natural Health Products Directorate.**

*Please check **one** only*

**Experience with Health Canada's Natural Health Products Directorate**

		Level of Agreement			Not applicable
		High	Medium	Low	
I was able to identify all the regulatory requirements needed	392001	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
The guidance documents were easy to understand and follow	392002	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
I was able to identify and communicate with an individual regulator to obtain information prior to submission	392003	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
I was able to provide all supporting data required in the initial application	392004	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
I was able to track the approval process for my product	392005	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>
I was aware of the time required to obtain regulatory approval for my product	392006	5 <input type="radio"/>	3 <input type="radio"/>	1 <input type="radio"/>	0 <input type="radio"/>

40. Have the following designations increased your product sales in *Canada*?

Please check one in each row.

<u>Designation type</u>		Yes	No	Not applicable
Canadian health claim on a Natural Health Product	400001	1 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
One of the five Canadian-approved health claim label statements	400002	1 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
Approved Canadian Function Claims - these include both biological role claims and other function claims. Examples of such claims include "Vitamin A aids in the maintenance of night vision", and "Beverage X is absorbed up to 30% faster than water."	400003	1 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
USA-approved health claim label statement (Nutritional Labelling and Education Act or authoritative claim)	400004	1 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
USA qualified health claim label statement	400005	1 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>

41. Have the following designations increased your product sales in *international markets*?

Please check one in each row.

<u>Designation type</u>		Yes	No	Not applicable
Canadian health claim on a Natural Health Product	410001	1 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
One of the five Canadian-approved health claim label statements	410002	1 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
Approved Canadian Function Claims - these include both biological role claims and other function claims. Examples of such claims include "Vitamin A aids in the maintenance of night vision", and "Beverage X is absorbed up to 30% faster than water."	410003	1 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
USA-approved health claim label statement (Nutritional Labelling and Education Act or authoritative claim)	410004	1 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>
USA qualified health claim label statement	410005	1 <input type="radio"/>	3 <input type="radio"/>	0 <input type="radio"/>

## Financial Information

42. Please indicate your total revenue and R&D expenditures in the table below. If precise information is not available, please provide a carefully considered estimate. Report for fiscal years ending 2006/2007 and 2007/2008.

If the appropriate response is '0' (zero), please indicate '0', do not leave blanks.

	2006/2007		2007/2008	
<b>Revenues</b>				
Total firm revenues (from all sources) . . . . .	\$	<input type="text"/> 421001	\$	<input type="text"/> 421002
Percentage of revenues from functional food products . . . . .	421011	<input type="text"/> %	421012	<input type="text"/> %
Percentage of revenues from natural health products . . . . .	421021	<input type="text"/> %	421022	<input type="text"/> %
<b>Scientific R&amp;D Expenditures</b>				
Total R&D expenditures . . . . .	\$	<input type="text"/> 422001	\$	<input type="text"/> 422002
Percentage of total expenditures on functional food research and development . . . . .	422011	<input type="text"/> %	422012	<input type="text"/> %
Percentage of total expenditures on natural health product research and development . . . . .	422021	<input type="text"/> %	422022	<input type="text"/> %

43. Did your firm export Functional Foods and/or Natural Health Products in Fiscal Year 2007/2008?

430001 1  Yes

3  No [Go to Question 45.](#)

44. Please indicate total exports as a dollar amount in the first line, followed by exports of Functional Foods, and exports of Natural Health Products separately. Indicate the percentage of export revenue for each country.

<b>Total export revenues from the firm's operations in Canada</b> .....	\$	<input type="text"/>	441001
<b>Value of exports of Functional Foods</b> .....	\$	<input type="text"/>	441002
Country 1 - USA .....	441003	<input type="text"/> %	
Country 2 - Europe .....	441004	<input type="text"/> %	
Country 3 - Japan .....	441005	<input type="text"/> %	
Country 4 - China .....	441006	<input type="text"/> %	
All other countries .....	441007	<input type="text"/> %	
<b>Total</b> .....		<input type="text" value="100"/> %	
<b>Value of exports of Natural Health Products</b> .....	\$	<input type="text"/>	442001
Country 1 - USA .....	442002	<input type="text"/> %	
Country 2 - Europe .....	442003	<input type="text"/> %	
Country 3 - Japan .....	442004	<input type="text"/> %	
Country 4 - China .....	442005	<input type="text"/> %	
All other countries .....	442006	<input type="text"/> %	
<b>Total</b> .....		<input type="text" value="100"/> %	

45. Did your firm import any Functional Foods and/or Natural Health Products in Fiscal Year 2007/2008?

450001 1  Yes

3  No

46. Please indicate total import expenditures as a dollar amount in the first line, followed by imports of Functional Foods, and imports of Natural Health Products separately. Specify your most significant import markets by country and indicate the percentage of import expenditures for each country. Please enter in the countries.

Total import expenditures of the firm's operations in Canada ..... \$  461021

Value of imports of Functional Foods ..... \$  461022

Country 1 →  461023  %

Country 2 →  461024  %

Country 3 →  461025  %

Country 4 →  461026  %

All other countries .....  461027  %

Total .....  100 %

Value of imports of Natural Health Products ..... \$  462021

Country 1 →  462022  %

Country 2 →  462023  %

Country 3 →  462024  %

Country 4 →  462025  %

All other countries .....  462026  %

Total .....  100 %

### Comments

Please provide any comments you may have below.

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**Thank you for your assistance.**  
**Please return the questionnaire in the accompanying self addressed prepaid envelope.**