



TASTE CANADA™

LES SAVEURS DU CANADA^{MC}



Helping consumers discover Canadian–authored books

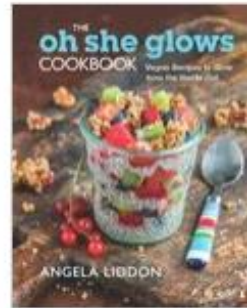
Our Goal


Taste Canada has been engaged in a campaign that will build upon current industry practices to promote the discovery of **Canadian-authored cookbooks** by consumers, through the increased usage of the Canadian identifier marker that follow's the author's name.

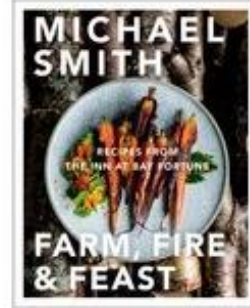


Important to note

The Canadian-author identifier is
“of crucial importance” and to the
benefit of Authors and Publishers,
helping **increase sales** market



The Oh She Glows
Cookbook
Angela Liddon 
Paperback | Mar 2014



Farm, Fire & Feast
Michael Smith 
Hardcover | May 2021
(releases May 4
2021)

Did you know...

That there is an active and on-going effort by stakeholders working with the publishing industry to raise awareness on the importance of identifying Canadian-authored books?

You can read more about it here:

<https://www.booknetcanada.ca/blog/2020/5/26/canadian-authors-the-whys-and-hows-of-identifying-them-in-your-data>



On March 31, 2010 we had 10,689 ISBNs flagged with a Canadian contributor. Ten years later, on March 31, 2020, we had 131,656 ISBNs flagged with a Canadian contributor.

Why is there a need to identify Canadian contributors?

“Well, it's simply because Canadian contributors create excellent content and the industry wants to make sure that book buyers, borrowers, and readers can identify and discover their work. As we say on the [Identifying Canadian Authorship](#) page; *“for publishers, Canadian authorship identifiers present a valuable marketing tool. They offer another useful way to help librarians, booksellers, and dedicated bestseller lists to bring those books and their prospective audience together.”*

Quoting Noah Genner from BookNet Canada

Key findings from **BookNet Canada**

The benefits of good Canadian contributor metadata reflect on discoverability, **sales**, accuracy in attribution, research, and more.

Key findings from the information gathered from 49th Shelf

Publishers who identify Canadian-authored books will observe a **clear impact** on their marketing campaigns.

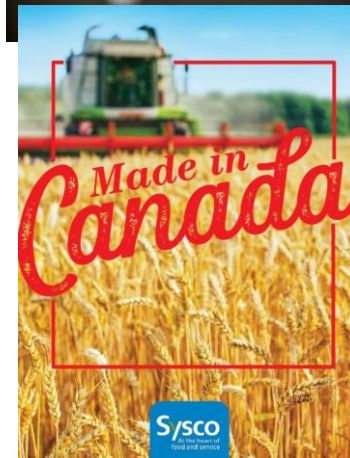
Why it matters...

Canadian Made campaigns work



Canadian-made campaigns are everywhere; from cars to clothes, food, furniture, beverages, etc...


We are a proud Nation.



Helping consumers discover Canadian-authored books

When Canadian consumers can understand, learn and most importantly; **quickly identify** which books are Canadian, they would most certainly choose Canadian.

The Canadian Identifier is already being used by some industry representatives;



Vij's At Home | Paperback
Meeru Dhalwala | **Vikram Vij** 🇨🇦
 Douglas & McIntyre | *Douglas & McIntyre*
Cooking / Regional & Ethnic - Indian & South Asian
 Published Aug 23, 2010 | Sales 📊📊📊 (#11612)

\$40.00 available to order
 about 14 days to obtain



Lost Feast
 Culinary Extinction and
 the Future of Food
Hardcover
Lenore Newman 🇨🇦
 9781770414358
 \$32.95
 NATURE
 Oct 08, 2019

The little Canadian red maple leaf has tremendous power and has proven to help boost sales of Canadian-authored titles within independent bookstores.



**Oh She Glows for
 Dinner**
Angela Liddon 🇨🇦
Hardcover | Oct 2020



Yum & Yummer
Greta Podleski 🇨🇦
Paperback | Oct 2017



**The Oh She Glows
 Cookbook**
Angela Liddon 🇨🇦
Paperback | Mar 2014



**Oh She Glows Every
 Day**
Angela Liddon 🇨🇦
Paperback | Sep 2016



**Mandy's Gourmet
 Salads**
Mandy Wolfe 🇨🇦
Hardcover | Jul 2020



**Dinner,
 Uncomplicated**
Claire Tansey 🇨🇦
Paperback | Sep 2020



Flavorbomb
Bob Blumer 🇨🇦
Hardcover | Oct 2020



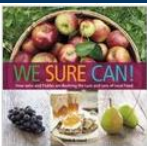
Farm, Fire & Feast
Michael Smith 🇨🇦
Hardcover | May 2021
 (releases May 4
 2021)



Whitewater Cooks
Shelley Adams 🇨🇦
Paperback | Dec 2017



**Baking Day with
 Anna Olson** 🇨🇦
Hardcover | Oct 2020



We Sure Can!: How Jams and Pickles Are Reviving the Lure and Lore of Local Food | Paperback
Sarah B Hood 🇨🇦
 Arsenal Pulp Press | *Arsenal Pulp Press*
Cooking / Methods - Canning & Preserving
 Published Jul 1, 2011

\$24.95 1 in store now

However, the vast majority of Books remain not **quickly identifiable** as Canadian, in particular when it comes to the giant's on-line retailers; Chapter's/Indigo, Costco and Amazon;



VIJ'S AT HOME: RELAX, HONEY
by **Vikram Vij**

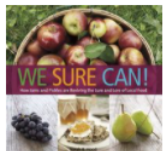
Paperback | August 23, 2010

\$40.00

✓ Ships within 1-3 weeks ✓ Available in stores

Delicious everyday Indian recipes from the authors of the multi-award-winning bestseller, Vij's. Pull up a chair -- Meeru and Vikram invite you to dinner. The owners of Vij's and Rangoli restaurants in Vancouver have an all-new follow-up to Vij's, the...

ADD TO CART

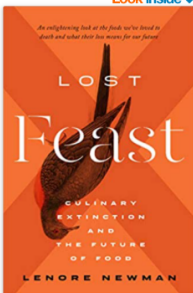


WE SURE CAN!: HOW JAMS AND PICKLES ARE REVIVING THE LURE AND LORE OF LOCAL FOOD

by **Sarah B Hood**

Paperback | November 28, 2014

\$24.95



Lost Feast: Culinary Extinction and the Future of Food Hardcover – Illustrated, Oct. 8 2019

by **Lenore Newman** ~ (Author)

★★★★★ ~ 16 ratings

Get a **\$15 Amazon.ca Gift Card** instantly, plus up to 5% back for 6 months after approval for the Amazon.ca Rewards Mastercard.

Pay ~~\$32.95~~ **\$17.95** for this order after approval.

> See all formats and editions

Kindle Edition
CDN\$ 14.29

Read with our **Free App**

Audiobook
CDN\$ 0.00

Free with your Audible trial

Hardcover
CDN\$ 32.95

3 Used from CDN\$ 18.55
11 New from CDN\$ 24.90
1 Collectible from CDN\$ 27.46

Audio CD
CDN\$ 31.53

2 New from CDN\$ 31.53

Looking at the Chapters.Indigo.ca site below...
Can you easily spot the Canadian-authored titles?



THE RIGHT CARB: HOW TO ENJOY CARBS WITH OVER 50...
by **Nicola Graimes**

\$19.95

✓ Pre-order online
✓ Available in stores



SAVE 25%

MANDY'S GOURMET SALADS: RECIPES FOR...
by **Mandy Wolfe**

~~\$35.00~~ **\$26.25** LIST PRICE

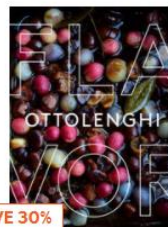
✓ In stock online
✓ Available in stores



THE RIGHT FAT: HOW TO ENJOY FATS WITH OVER 50...
by **Nicola Graimes**

\$19.95

✓ Pre-order online
⊗ Not yet available in stores



SAVE 30%

OTTOLENGHI FLAVOR: A COOKBOOK
by **Yotam Ottolenghi**

~~\$45.00~~ **\$31.50** LIST PRICE

✓ In stock online
✓ Available in stores



28 DAYS VEGAN: A COMPLETE GUIDE FOR...
by **Lisa Butterworth**

\$26.95

✓ In stock online
✓ Available in stores



SAVE 25%

PLANT OVER PROCESSED: 75 SIMPLE & DELICIOUS...
by **Andrea Hannemann**

~~\$33.00~~ **\$25.00** LIST PRICE

✓ Ships within 1-2 weeks
✓ Available in stores

What you can do....

If you are an **Author**

- Encourage your publisher to send data to BNC, with the metadata "**citizen field**" filled up. Records will display the Canadian citizenship in the form of the red maple leaf
- **Adopt** the usage of the identifier on your own site and promotional campaigns
- **Share** the information with other authors
- Choose Canadian-authored books every time you have a chance

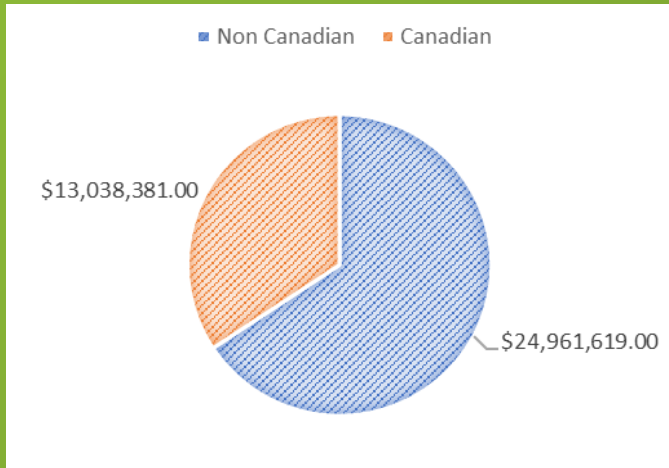
What you can do....

If you are a **Publisher**

- **Display** the identifying marker on the books you have listed on your website
- Use the marker on your **social media campaigns**
- Talk about adopting this **marketing** practice with all of your stakeholders
- Request that the marker be used across the industry as a standard practice

Let's increase the Canadian book market share

Working together we can turn market share sales data from:



* BNC data 2019

Into this and beyond:

