

CANADEXPORT

Vol.9, No. 1

January 15, 1991

RSVP: Canadian Frozen Vegetables Are Invited to Dinner the World Over

Canada could take greater advantage of markets for frozen vegetables all

over the world. That is one of the findings of a study by the Centre français du commerce extérieur (CFCE).

On the basis of data presented in the 1988 study entitled *Le Marché des Légumes Surgelés dans le Monde*, it is clear that the frozen vegetable market available to Canada is far from being confined to the United States. The most revealing aspect of the study is that Canada is named as a frozen vegetable exporter, but only to Japan and the United States. And yet, as the study notes, the European Economic Community (EEC) is the leading market for frozen vegetable imports in the world. In 1985 and 1986, the EEC imported 500,000 tonnes of frozen vegetables. The leading importing countries were the former West Germany, France and the UK. Japan ranked a close second after West Germany, importing more than 140,000 tonnes in 1986. The main frozen vegetables produced in Canada were listed as follows: peas, sweet corn, green beans, carrots, Brussels sprouts, cauliflower, broccoli, wax beans, and other vegetables. It should be noted that potatoes were excluded from the study.

The markets for each of these frozen vegetables were described as follows:

Peas - The leading importer was Italy (31,441 tonnes in 1987), followed by West Germany (20,303 tonnes), Spain (17,836 tonnes), United Kingdom (8,019 tonnes), Belgium (5,169 tonnes), and

"...the frozen vegetable market available to Canada is far from being confined to the United States."

France (4,977 tonnes). France imported exclusively from the Belgium-Luxembourg Economic Union and the Netherlands. Other importing countries were Ireland, Denmark, Greece, Portugal, Norway, Sweden, and Austria.

Corn - The leading importer was Japan (29,301 tonnes in 1986), which received a total of 109 tonnes from Canada. France followed next, importing 2,051 tonnes in 1987. (Israel, the United States, Spain and Austria accounted for 63%, 9%, 7% and 2% respectively of France's imports.)

Beans - The leading importer in 1987 was the United Kingdom (16,142 tonnes), followed by West Germany (15,019 tonnes), France (12,203 tonnes), Belgium (6,833 tonnes), the Netherlands (5,952 tonnes), and other countries such as Italy, Ireland, Denmark, Greece, Spain, Norway, Sweden, and Austria. (The Belgium-Luxembourg Economic Union and Morocco supplied 63% and 28% respectively of France's imports.)

Carrots - The leading importer

was the United Kingdom (8,375 tonnes in 1987), followed by France (7,313 tonnes), and Austria (2,027 tonnes).

(The Belgium-Luxembourg Economic Union and Denmark supplied 74% and 14% respectively of France's imports.)

Brussels sprouts - The leading importers were France (6,703 tonnes in 1987), the Netherlands (1,507 tonnes), Belgium (1,351 tonnes), and Austria (751 tonnes). (The Belgium-Luxembourg Economic Union and the Netherlands accounted for 94% and 4% respectively of France's imports.)

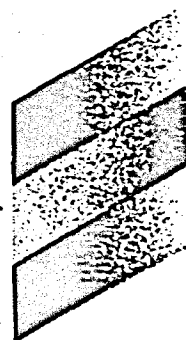
Cauliflower - In 1987, the value of US imports of cauliflower totalled \$15 million. France imported 15,342 tonnes, and the United Kingdom 413 tonnes. (The Belgium-Luxembourg Economic Union and Spain accounted for 79% and 17% respectively of France's imports.)

Broccoli - US imports amounted to \$50 million in 1987. Sweden imported 1,972 tonnes in 1986, and Austria 527 tonnes in 1987.

Other vegetables - US imports totalled \$41 million in 1987. West Germany imported 125,219 tonnes, France 40,028 tonnes, Japan 35,748 tonnes in 1986, the Netherlands 29,000 tonnes in 1987, the United Kingdom 28,678 tonnes, Belgium 19,129 tonnes, Denmark 13,264 tonnes. (The Belgium-Luxembourg Economic Union, West Germany, the Netherlands, and Spain supplied 51%, 17%, 8% and 7% respectively of France's imports.) Other importing countries were Ireland, Greece, Spain, Por-

Continued on page 2— Frozen

External Affairs and
International Trade Canada



INSIDE

Mexico's Tourism Industry.....	3
Fish Products in Switzerland.....	4
Europe 1992: Standards.....	5
Contracts Awarded.....	7
Agenda/Publications.....	8

Canada