

# Exporting cheese to the US

Although the U.S. has set quantitative limits for most cheese imports, lucrative opportunities exist for Canadian exporters of soft ripened cow's milk cheeses.

U.S. production of these cheeses is low and demand is high. The Canadian Trade Agreements Act of 1979 sets barriers for cheese imported into the U.S., protecting domestic producers. However, soft ripened cheeses such as brie and camembert are exempt from the quotas.

U.S. regulations define soft ripened cheese as cheese which has a prominent crust formed on the exterior surface as a result of curing or ripening by biological curing agents, such as moulds, yeasts or other microorganisms. Soft ripened cow's milk cheese

must also visibly cure or ripen from the surface towards the center, have a fat content by weight (on a moisture-free basis) of not less than 50 per cent, and have a moisture content (calculated by weight of the non-fatty matter) of not less than 65 per cent. The U.S. definition doesn't include cheese with mould distributed throughout its interior.

Any prepackaged varietal cheese that meets these criteria and are surfaced ripened, would be acceptable for export to the U.S. market without quantitative restrictions.

For more information, contact:

**Dominique Benoit**  
Agriculture and Agri-Food Canada  
Telephone: (819) 994-0246  
Fax: (819) 953-0969

## Semex UK: a model

Artificial insemination technology for cattle is one of Canada's most successful exports and a model to follow for international success is Semex UK.

Founded 21 years ago by Scotsman Drew Sloan, Semex UK is responsible for \$9 million, or 25 per cent, of Semex Canada's total sales. Semex Canada does not own the body which sells to a quarter of the British market for Canadian beef and dairy cattle artificial insemination technology. Semex UK is a

subsidiary of a British company called Greyleg Holdings, but it holds exclusive rights to sell Semex Canada products in the United Kingdom. As a result, its staff of 200 focuses exclusively on marketing, relying on Semex Canada to deliver a high quality product which has beat back competition from several European countries.

Semex UK representatives visiting producers in every region of the UK are backed up by veterinarians, geneticists, video experts, in-house training programs and publishing facilities.

Greyleg Holdings has recently established a similar operation in Ireland. Semex Canada is trying to set up operations in other markets modeled on Semex Ireland and Semex UK.

For further information contact:

**Barry Weaver**  
Semex Canada  
Tel: (519) 821-5060  
Fax: (519) 821-7225

For more information contact:

**May Chow**  
Agriculture and Agri-Food Canada  
Tel: (613) 993-6671  
Fax: (613) 995-0949

*Continued from page 1 — AFTA*

example, will begin in 1998. The aim is to reduce tariffs, which stand as high as 50 per cent in several ASEAN countries.

## TRADE SUCCESS

### WOODSTONE FOODS

Since 1977, Winnipeg's Woodstone Foods Corporation has made several important research and development advances from the yellow field pea, creating a strong export demand for its products. Food manufacturers in the United States, Europe, the Pacific Rim and South America are using Woodstone's starch, protein, cell wall fibre and hull fibre products as well as newly introduced fat replacers. Manufacturers like the pea fibre because it has a higher soluble fibre content than any other source and it is flexible for use in highly processed products such as breads, baked goods and beverages. Woodstone's Responsible Foods Division offers food manufacturers, restaurants and food service operations recipes using unbleached vegetable fibre, protein and starch ingredients derived from the golden peas. For more information contact: **Sharon Inglis**, Woodstone Foods Corporation, Tel: (204) 831-8702, Fax: (204) 831-8755

### BIGROS' SPAIN VENTURE

Spanish consumers have been the first targets of a marketing campaign by Bigros Foods Inc. to make canola oil a hot product in Europe. The Ontario exporter has also been trying to break into Switzerland and the U.K., but the push into Spain has been the greatest. With Spaniards suffering from high cholesterol, Bigros and its Spanish distributor have spent over \$1 million to make canola a healthy alternative cooking oil. Over 13,000 cases have been sold in Spain while several hundred doctors have also received a free bottle. The biggest problem with cracking the market has been European tariffs and fluctuating currencies, which have raised the price. For more information: **Alfonse Bach**, Bigros Foods Inc. Tel: (613) 822-7135