

Various talks given during the ANUGA stress that the realization of the single European market as of 1993 will become even closer; the consumer markets will become more uniform and larger, and efforts to win the favour of the consumer will become even more intense.

New opportunities in the EEC exist for Canada. In Britain, markets are developing for items such as aged cheddar cheese, condiments and snack foods, breakfast cereals and packages of dried fruits for baked products and snacking. In West Germany, demand for specialty items such as maple syrup, wild rice, soups, sauces and condiments continues to increase. Changing lifestyles in France have led to changes in consumers' food habits; they now eat more processed products such as canned food and precooked dishes. They buy more pastries, cooked and preserved meats, cheese, confectionery products and non-alcoholic beverages. Their per capita consumption of preserved and frozen fruit and vegetables has also increased.