

CANADEXPORT

Vol.12, No. 8

May 2, 1994

New "Bangers" Mean Bucks!

NICHE MARKETS ABOUND IN BRITISH FOOD INDUSTRY

At the mere mention of British cuisine one invariably thinks of fish and chips, bangers and Yorkshire pudding.

The fact is that the United Kingdom is one of the world's largest food importing nations — with imports of approximately \$30 billion of agriculture, fish, and food products annually!

Such a vast overseas market presents opportunities for the Canadian food industry.

But the competition in the distribution trade in this sophisticated

market of 57 million is becoming increasingly fierce — what with the recent entry of major discount food retailers from the continent and North America.

British food retailers are constantly looking for new and interesting products to help attract customers to their stores. This provides Canadian firms with excellent niche market opportunities for products which offer something attractive and different through product uniqueness or innovative packaging and branding.

The UK market for Canadian bison, for example, is expected to develop from nothing to a \$5 million to \$10 million niche during the next several years.

Products such as Clearly Canadian water, Okanagan fruit snacks, Et Tu Caesar salad mix, Arctic char, Moosehead beer, Canadian "ice wine", P.E.I. wild

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Arizona to Utah:

Canada's Trade Officers Aid Exporters

In spite for the recent series of natural disasters that have hit Southern California, from earthquakes to fire storms and mudslides, the Canadian Consulate General in Los Angeles is open to assist Canadian firms seeking export opportunities in the south-western part of the United States.

With 16 trade and investment officers and five tourism officers in four California cities, the Consulate in Los Angeles is responsible for trade, investment and tourism activities in the States of California, Arizona, Utah, Nevada and Hawaii.

The satellite trade office in San Diego, with two full-time trade officers, concentrates exclusively on biotechnology and defense/defense electronics and communi-

cations sectors. The San Jose office has three trade officers working in the "Silicon Valley" on computer hardware and software, information technologies, telecommunications and biotechnology. In San Francisco, there are two trade officers handling a general range of Canadian export products and services into "the Bay Area", as well as a tourism officer promoting travel into Canada.

Canadian companies should direct all trade inquiries to the Canadian Consulate General in Los Angeles for action by the appropriate officer in the appropriate location.

For further information and assistance, contact Doug Paterson, Consul and Trade Commissioner, Los Angeles. Tel.: (213) 346-2763. Fax: (213) 346-2767.

cranberry sauce, Manoucher specialty breads, "cold-filtered" beer and Chinook salmon have sparked a lot of interest — and purchases — by the UK trade.

There is clearly a need to identify more of these exciting, high quality food products which, in many cases, are produced by small regional Canadian firms.

Private brand business is another area that offers significant potential. The major supermarket chains in the UK are much more heavily oriented to own-label than

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