

SOME CANADA/JAPAN TRADE SUCCESS STORIES

A. AGRICULTURE, FISHERY, FOOD PRODUCTS

- * Mr. Crispy's Ltd., a Toronto area company which manufactures french fry vending machines announced in 1989 a \$45 million contract with Tiokai Boeckl to ship 4,400 machines to Japan over the next 3 years.
- * Canadian exports of french fries increased 60% in 1989 and hold 15% of the entire Japanese market.
- * Bread mix (contents which include skim milk powder, wheat flour and sugar; all items highly protected individually) exports were introduced to the Japanese market in 1986. Since then, these exports have risen to the level of 6,000 MT per year.
- * Pet food sales doubled between 1988 and 1989 to reach \$4 million.
- * There was a rapid expansion in bottled water sales in 1989. Exports are now valued at \$2 million.
- * The Canada Beef Export Federation opened an office in Tokyo in November 1989 and is developing a full scale promotion program. Canadian beef exports increased by 70% to \$32 million in 1989.
- * Canola sales set volume and value records in 1989. More oil is now crushed in Japan from canola than from U.S. soybeans.
- * Sea urchin exports have jumped from \$0 to \$10 million in the space of 2 years.
- * Newly launched Nova Scotia surf clam exports continue to rise rapidly and are expected to reach the \$10 million level shortly.
- * The "dry" beer fad in Japan resulted in the doubling of Canadian malt sales from \$40 million in 1988 to \$80 million in 1989.
- * McCain Foods of Florenceville, N.B. has decided to establish a frozen and chilled food manufacturing plant and sales centres in Japan. Production of a line of frozen potato-based foods will begin in July 1991.