

# Danish pork a serious competitor

One of Canada's keenest competitors in the international pork marketplace is Denmark, which produces the same number of hogs despite having only one-fifth the population of Canada.

As a result, Denmark has exploited the international demand for pork with an enthusiasm unmatched in most countries. The industry has had to tailor itself to the international marketplace, which makes it a model for some pork exporting nations.

What distinguishes the Danish pork industry is an extremely high degree of integration among the different segments. Nearly all producers are members of co-operative

## SIAL a must for agri-food exporters

The International Food Products Exhibition (SIAL) in Paris will be the largest food show in the world this year, taking place from October 23-27 (June 6-10 for beverages). About 4,700 exhibitors from 73 countries are expected to meet 100,000 visitors and buyers from 140 countries. With over 100,000 square metres of exhibition space at the Paris-Nord Exhibition Centre, including a Canadian pavilion, the show is a magnet for the world agri-food industry and products of all kinds. As a result, SIAL is considered a good place to make contacts and monitor trends in products and packaging on a global scale.

SIAL is divided into two shows, with the newer SIAL BOISSONS catering to the demand for all types of beverages, from wines to spirits, liqueur, beer and mineral water. Food products manufacturers and food processing engineers will also be able to attend the IPA show, held at the same time as SIAL. IPA presents equipment and technology for the food processing industry.

In 1992, 35 Canadian companies took part in SIAL, including 27 at Canada's National Pavilion. About 50 companies are expected to participate as part of the Canadian pavilion this year.

Canadian companies have fared very well at the two previous SIALs, in 1990 and 1992, winning the coveted SIAL d'Or for best-performing innovative product. Montreal's Nostrano won in 1992 for its maple syrup-flavoured ham "Nouvelle France" while Linsey Foods, from Scarborough, Ontario, was awarded the prize for its "Et Tu Caesar" salad mix, in 1990.

For more information, contact:

Lorraine Reardon  
Foreign Affairs and  
International Trade Canada  
Tel.: (613) 996-2147  
Fax: (613) 944-1008

slaughter and processing plants. This integration permits the sector to efficiently identify and concentrate its resources on the demands of the international market.

The base for Danish pork exports, as in Canada, is a producer sector that supplies the slaughter industry with disease-free, high-quality hogs. Yet the industry has also demonstrated a willingness to customize cutting and processing procedures to the demands of specific markets. Unlike the U.S., where increased production is brought about by increased slaughter line speeds, increases in Denmark are often the result of adding new cutting lines. The integration also produces more efficient scheduling of hog arrival at slaughter facilities.

The European Community, which accounted for 66 per cent of Danish exports in 1991, has a very supportive pigmeat policy which benefits the Danes. It includes a guaranteed base price for hogs, import levies and minimum import prices, and export refunds.

For more information contact:

John Ross / Kathy Istead  
Agriculture and Agri-Food Canada  
Tel: (819) 994-0246  
Fax: (819) 953-0969

## Maple syrup in the UK

The key to export success is often a product which is unique in the marketplace and captures the imagination of consumers. Canadian 100 per cent maple syrup is satisfying the sweet tooth of more and more Britons since the successful completion of an innovative promotional campaign.

Sales are expected to expand rapidly thanks to the joint efforts of the Maple Sugar Producers of Quebec, the Canadian High Commission in London, the Agent General at Quebec House in London, the Agriculture and Agri-Food Canada Maple Products Marketing Fund, and two British distributors.

The campaign included full-page advertisements in major women's magazines, efforts to feature the product in leading media, special tastings of maple recipes for leading food editors, a recipe brochure, and improved distribution and in-store merchandising by British distributors. The Quebec producer group estimates that UK exports could grow to \$3 million annually.

British consumers are being encouraged to try maple syrup with various recipes and there are plans for in-store promotions which will combine Canadian maple syrup with other Canadian products.

For more information contact:

Claude Tardiff  
Maple Sugar Producers of Quebec  
Tel: (514) 842-9471  
Fax: (514) 842-3541