

In the field of prepared meals alone which has expanded enormously there now appears to be seemingly endless competition to produce increasingly more sophisticated restaurant style presentations with reduced calorie sauces, all natural ingredients and nutritionally balanced. The emphasis is on "gourmet style", variety, small portions, individual portions and more microwavable products. Concentration on "gourmet" style preparations has also meant higher quality more expensive now material inputs for the preparation of entrées, crepes, quiche, pizza, and other prepared products. One notices greater utilization of higher value fish products in these preparations - e.g. salmon, crustaceans and molluscs.

CANADA STAND

Canada's participation at SIAL is the fifth since 1980. The display included a good representative cross section of the agri-food sector with all major commodities represented as well as a balanced mixture of small, medium and large sized companies from all regions of Canada.

The stand incorporated 20 exhibiting companies along with 3 trade associations which together represented another 75 companies. In addition other Canadian companies operated from exhibitors booths. With 13 exhibitors, Canada represented the second largest seafood display after the host country, France.

The Canada Stand was located at the entrance to Hall one, the main international exhibitions hall, and one of the best locations at the show. At the 1986 show the Canada stand was located at the back of Hall one. The new location which is now fixed for future shows provided an incalculable advantage for Canadian companies and was universally praised by exhibitors.

The Canada stand itself represented a marked improvement over previous years with an appropriate colour scheme and a practical and functional layout. A striking feature was the addition of revolving Canada wordmark motif at each corner of the stand which gave high visibility throughout the show. Individual exhibitors displays were also well presented with improvements in both graphics and product presentations over previous shows. One negative element was the loss of part of one company's graphics and samples during the shipment of exhibitor materials from Canada. Canada's presence at SIAL was also supported by an exhibitors guide - Un petit Gout de Canada/A Taste of Canada.