



# AGEXPORT

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## TRADE SUCCESS

*Some Canadian companies have found opportunities to stay afloat through seas of recession with new export initiatives:*

**William Neilson Ltd.** of Toronto has successfully launched the *Mr. Big* and *Crispy Crunch* chocolate bars in the U.S., with 1992 sales expected to be in the millions. A distributor arrangement in Taiwan also has made *Mr. Big*, renamed *Bang Bang*, the fastest growing bar there with expected sales of \$2 million. Similar distribution agreements for Singapore, New Zealand and Hong Kong have introduced these and other products in 1992. Neilson's exports account for \$3.5 million out of \$160 million in total sales.

**Rogers Foods Ltd.** of Armstrong, B.C., has been successful in penetrating Pacific Rim markets for value-added flour and cereal products in an industry which has experienced a drastic loss of export markets and low margins in recent years. Through its parent, Nisshin Flour Milling Co., Ltd., Japan's largest flour miller, Rogers has improved technology, productivity and quality, and has filled a need for non-additive flour cereal products.

**Golden Valley Processors Incorporated** of Abbotsford, B.C. has found export markets on all continents for its line of 82 fruit jams and spreads. Current sales are sure to rise with the success of the *All Fruit Spreads* line, which has quickly accounted for 13 per cent of \$9 million in sales in 1991. The company developed the non-sugar spread with its unique deflavoured grape juice concentrate. This kind of innovative research and development

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## Agri-Food Export Initiative Announced

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The federal government has placed a renewed emphasis on agri-food exports with the announcement of the Trade Opportunities Strategy (TOS).

The strategy will involve increased financial assistance for industry to expand into new markets, the placement of 10 additional agri-food specialists in Canadian diplomatic missions or embassies that serve key markets, a new international training program to promote Canada's red meats to foreign buyers, and a more industry-sensitive process to quickly respond to trade-related irritants.

International training initiatives

will increase foreign customers awareness and demand for Canadian red meat products through joint programs with the Canadian Meat Council, Canada Beef Export Federation and Canada Pork International.

TOS will also fund market development strategies brought forward by industry, especially for value-added products, and will require the participation of exporters, producers and processors.

For more information, please contact Gordon Richardson, International Programs Directorate Agriculture Canada. Tel.: (613) 993-6671. Fax: (613) 995-0949.

## Lucrative Market Identified for Flax Production in Pacific Rim

Officials from The Flax Council of Canada and Agriculture Canada are excited about a new market for a linseed oil-based concrete preservative which has the potential for tens of millions of dollars in sales in the next five to ten years. A joint mission this past September and October to Hong Kong, China, Korea and Japan, found substantial interest in the product. The preservative is a mixture of linseed oil and additives which can be spread on concrete to protect major construction in the region from salt air and water damage.

Bernard Badani, Senior Commodity Officer, Oil Seeds Division, Agriculture Canada, said tests of the preservative are expected to

begin this spring in Hong Kong.

"If tests go well, which we expect they will, we could open a market worth several tens of millions because their construction industry is very huge. But time will tell," said Badani.

Canada is the sole exporter of linseed oil-based concrete preservative and only faces declining Argentinean production of linseed oil as possible competition.

"Whatever linseed oil is used for will benefit Canada directly or indirectly and right now only Canada is making it."

For more information, contact Don Frith, Executive Director, The Flax Council of Canada. Tel.: (204) 982-2115 or fax: (204) 942-1841.