One firm featured convenience foods patterned after foods from Britain (British pies), France (Quiche Lorraine), Finnish (Karelian) pies to appeal to broad tastes.

EC MARKET OPPORTUNITIES FOR FOOD PRODUCTS

The European Economic Community (EEC) conducts most of its trade within its boundaries. However, countries outside the Community still have opportunities to sell processed foods to the EEC.

In 1987, EEC member countries purchased U.S. $7.7 billion worth of processed food items from outside the Community. Canada's share came to U.S. $208 million, or 2.7% of EEC processed food imports. This share is significant for meat and meat preparations, preserved and frozen fruit and vegetables.

Exports to the EEC were especially important to the Canadian fruit and vegetable industry (mainly canned asparagus, canned corn, frozen blueberries, frozen corn and frozen potato products), the fish products and dairy products industries. Our exports of processed food products accounts for only a small share of total EEC imports. This varies anywhere from 2% for sugar and sugar preparations up to 6.5% for dairy products.

Canada can increase its market share by attaching itself to growth trends in the market, such as increased consumer demand for nutritious and/or convenient high-value-added processed products. Although we must compete with products from the EEC members and their other trading partners, opportunities to expand market share and to service present markets do exist. Growth is occurring and will likely continue into the 1990s in the fast-food sector (beef, poultry and french fries) and within the retail grocery sector for certain products such as vegetables and specialty foods.

The EC is striving to attain the highest quality possible in the food sector. After 1993, companies in the EC will no longer have to be governed by a dozen varying sets of food law regulations. This, of course, also applies to companies wishing to sell goods in the EC. The EC will then be a single market. This will mean savings in time and money. The larger market and the rising standard of living in the EC will offer new, additional sales opportunities especially for high quality and specialty products.