

## A Taste of Canada — in New Zealand

NEW ZEALAND is one of Canada's most important export markets for canned Pacific salmon, but New Zealanders are generally unaware of other food products from Canada.

With food imports now off-licence the Canadian High Commission has conducted a market survey for Canadian goods. The results have indicated strong demand; for Canadian goods. Therefore the Trade Office in Auckland is planning events throughout 1986 and 1987 that will make Canadian food products everyday items for New Zealand shoppers.

The first step in this process was approaching the Canadian food industry to determine if there was enough interest on their part in the New Zealand market. The response was overwhelming, with nearly 50 Canadian food processors interested in New Zealand opportunities. Brochures received from these companies — which do not have agents — are displayed at table-top catalogue shows across New Zealand.

### Marketing steps

These shows are scheduled to coincide with Food Product Trade Missions from Canada. Typically eight to 10 food producers are included on these missions, underlining the importance that Canadian producers attach to the New Zealand market.

The table-top catalogue shows and the Food Products Mission are aimed at meeting New Zealand importers with the immediate result of putting Canadian food products on supermarket shelves. Making New Zealanders aware of these products is the next step. These events lead up to a 'Taste of Canada' promotion in supermarkets across New Zealand, in which at least a dozen new Canadian food products will be introduced to the New Zealand consumer.

As Minister Kelleher has said, many Canadian food producers depend on the export market for their livelihood. The efforts to promote Canadian food products in New Zealand are an example of co-operation between the Canadian and New Zealand private sector food industry.

### Seasonal tastes of New Zealand

NEW ZEALAND's fruit and vegetable exports to Canada benefit from the opposite seasons.

Northern Hemisphere Canada can have fresh produce from Southern Hemisphere New Zealand.

When it is minus 30C in Alberta the consumer can still be eating NZ Granny Smith apples, kiwifruit or passion-fruit.

# World leader in food exports

Canada, as one of the world's most efficient agriculture and fish producers has many firms, large and small, involved in the production, processing and export of food products for world markets.

More and more, discriminating consumers in Canada and around the world are demanding specialised and high quality food products. Canada's food producers, processors, and exporters have risen to this challenge and today they boast that their products are found in more than 70 countries around the world.

The variety, uniqueness and quality of Canadian food products has made Canada a world leader in food exports.

*Canada-New Zealand Trade Relations* obtained an interview with Canada's Minister for International Trade, Mr James Kelleher:

*How would you characterize the Canadian food industry?*

The Canadian food industry is one of our key industrial sectors, accounting for about 15 percent of all goods produced in Canada, and employing more than 5 percent of the Canadian labour force. Our food production and processing sector is one of the most sophisticated in the world, with modern and efficient plants employing some of the most up-to-date technology. It is an industry whose capacity greatly exceeds domestic requirements. We must export to survive and therefore our food industry has to be internationally competitive.

*What are Canada's main agriculture and food exports?*

As you are probably aware, Canada is the world's largest exporter of fish and fish products. We are the world's second largest exporter of grains and oilseeds. Other major exports include processed food products, livestock (such as purebred dairy cattle), fruits and vegetables. More specifically, they are as follows:

- \* Processed foods, including canned and frozen vegetables, dairy products, bakery and confectionery goods, make up 19 percent of our food exports.

- \* Fish and fish products account for 11.7 percent of exports.

- \* About 14.7 percent of our exports are in livestock and livestock products.

- \* Fruit and vegetables make up 3 percent of our exports.

- \* Grains and oilseeds are of course our largest export accounting for more than 50 percent of food exports.

*Is New Zealand one of Canada's priority markets for future development?*

Well, of course all markets are important and we wouldn't want to limit ourselves to any particular ones. So you could say that in principle, our strategy is to be competitive in all markets for food products. But there are naturally some markets that warrant closer attention than others. For example, the United States remains, generally speaking, our largest and fastest growing market, accounting for 55 percent of our food exports.

### Importance

Because New Zealand imports of food products are 'coming off licence' the importance of that market is increasing in the eyes of Canadian exporters. These renewed interests have resulted in mini-trade shows and in-store promotions — all under the banner of 'A Taste of Canada'.

*What are the key factors in meeting the needs of Canada's food markets abroad?*

Canada has a very solid quality image which we have successfully built on to penetrate international markets effectively. In fact, pursuing export markets has become a must for many segments of the food industry.

Although our High Commission in Wellington and our Consulate in Auckland are organising food product promotions, obviously the driving force and ultimately the success of any export initiative from Canada is the private sector. In a private enterprise economy like both Canada's and New Zealand's, it is entrepreneurs, not governments, who export. Governments are there purely as a facilitator of trade, offering counselling and support services to the private sector. It is the private company which must make the commitment and take the ultimate risk of trying to win a share of an export market.

### Advantages

*Given the increasingly tough competition for the New Zealand market, what advantages do Canadian food products offer international buyers?*

There is an image abroad of Canada as a land of clean air, fertile soil, vast water resources and open spaces. That positive picture of the country reflects on its products. Therefore, the tendency is to think that of course the produce from such a bountiful land is bound to be of superior quality.