

associations, the National Dairy Council of Canada, the Association of Canadian Distillers, the Canadian Meat Council, the Fisheries Council of Canada and the Canadian Food Processors Association. Mr. Lumley said, "The objective was to demonstrate to the Japanese trade the capability of the Canadian food industry to supply a full range of processed food products."

Canadian participants were very encouraged by the favourable response by the Japanese trade and many important contacts were made during the five-day show. Mr. Lumley said that it would now be the responsibility of industry representatives and agents "to pursue vigorously the trade opportunities which have been identified."

One Canadian exhibitor, Harvey Wright, Executive Director of the British Columbia Seafood Exporters Association, said, "The attention received by the Canadian fish display was fantastic. For example, the Chairman of a Japanese trade association representing 25,000 sushi bars has requested samples of Canadian fish for a major presentation to his members". Another participant, Mr. Alex Moores of Harbour Grace, Newfoundland, representing the Canadian Association of Fish Exporters, confirmed that this exposure at Foodex will enable Canadian fish companies to expand sales of fish already popular in the Japanese market, and develop exports of additional varieties of Canadian fish.

The acceptance of Canadian quality beef was indicated by the fact that the special show quota was sold out in two hours. The show also afforded an opportunity to enhance the already strong image of Canadian pork products. Members of the Canadian Meat Council also displayed a variety of processed meat products which generated much enthusiasm and interest on the part of Japanese buyers.

"Many visitors were impressed by the light flavour of Canadian whisky", said Mr. Alex Bell, representing the Association of Canadian Distillers. Canadian cheese, unknown in Japan, was extremely well received according to Dale Tulloch of the National Dairy Council of Canada. "In fact", he said, "we have received over 75 serious inquiries to sell our products in Japan". Elmer Banting of the Canadian Food Processors Association was pleased by the number of inquiries received by the 12 companies represented.