

Commercial officers from many Canadian missions in Europe also visited the show to renew contact with Canadian companies and to share information on trade issues with colleagues from External Affairs and International Trade Canada (EAITC) as well as other federal and provincial government departments. Commercial officers were joined by EAITC for the annual briefing provided by the Department on current issues and developments in the agriculture/fisheries/food sector. This is the sixth annual briefing which is now a permanent feature of Canada's participation at SIAL and ANUGA.

ANUGA attracted an estimated 800 - 1000 Canadian visitors. These included not only exporters of food products but also importers, food store owners, manufacturers of food equipment and supplies, chefs and caterers, consultants to the food industry, food trade journalists and government trade officials.

Official visitors included Hon. John C. Crosbie, Minister of International Trade. The ministers visit to ANUGA was the first by a Canadian Minister of International Trade. The minister hosted a reception for some 400 guests at the Canadian stand and made a brief address to the gathering. The minister personally visited each of the Canadian exhibitors. Hon. Denis Lussier, Minister of Aquaculture and Fisheries, New Brunswick, and Hon. Morrissey, Minister of Industry, Prince Edward Island, also visited the show. In addition to federal representatives, all the provinces were represented at the show. Provincial government representatives based in Europe are also regular participants at ANUGA.

Among Canadian companies exhibiting elsewhere at ANUGA were Connors Brothers (UK) Ltd., British Columbia Packers Ltd., Fresh Fish Marketing Corporation and Bretagne Export, a subsidiary of National Sea Products Ltd.

MAJOR TRENDS

As the most important showcase for the world's food industry in all its diversity, ANUGA mirrors changing trends in consumption habits, developments in the technology of food preparation and the latest standards in presentation and packaging. Previous shows have signalled a movement towards lighter foods with smaller portions and fewer calories as well as increased emphasis on convenience foods and more sophisticated packaging.

These trends which are associated with lifestyle and demographic changes continue to be in evidence at ANUGA and are becoming firmly entrenched in the culture of food consumption. A related development is increasing evidence of the sharp growth in the demand for frozen products and and heightened awareness among consumers of quality and taste factors.

With increased consumer purchasing power in Europe market researchers regard the demand for product variety as the biggest