



The U.S. Connection

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An open invitation to "A Taste of Canada"

If you are an export-ready producer of fine specialty/gourmet food, wine or beverages, the Canadian Embassy in Washington, D.C. invites you to exhibit at an exclusive and upscale food trade show, *A Taste of Canada*, to be held at the Embassy, January 31-February 1, 2001. The registration deadline is December 20.

Approximately 250 retail, food service and institutional buyers, including brokers and distributors, are expected to attend *A Taste of Canada*. Guests will also include food and lifestyle editors from city and regional newspapers, and food trade publications.

The first day will be committed to store tours and presentations by U.S. industry speakers with the second day devoted to set-up and food preparation for the show, which will be supported by the Embassy's in-house

catering team, Sodexo-Marriott. The trade show will run from 4:00 to 8:00 p.m. on February 1 in the Embassy's Canada Room. Space is available for 22 exhibiting companies and will be assigned on a first-come basis. However, the Embassy will reserve first right of selection to ensure an appropriate mix of products.

This event builds on interest expressed in Canadian food products during our survey of 65 regional food brokers earlier this year. The company profiles and comments are contained in *The Food Brokers of the Mid-Atlantic United States*, which can be read with our companion report *Working with a U.S. Food Broker: A Guide for Canadian Exporters*. In addition, our *Overview of the Retail Grocery Market in the Mid-Atlantic United States* will give you useful information on business opportunities in

this market. You can view these at <http://ats-sea.agr.ca>

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HEALTHY TURNOUT FOR NUTRITIONAL FOOD NEBS IN SEATTLE

The nearly \$20-billion-dollar natural/nutritional/organic/functional food market in the United States has grown 10% annually since the late 1980s and as much as 20% to 25% in recent years. This sub-sector is one of the more robust prospects for Canadian producers in the booming U.S. processed food market, even surpassing the home meal-replacement market as the hottest sub-sector within the food industry.

In response, the Canadian Consulate General in Seattle, and Agriculture and Agri-food Canada in Vancouver, recently organized a New Exporters Mission to focus on this sector. Twenty-four participants from British Columbia, Alberta and Saskatchewan attended a busy two-day seminar, September 8-9, in Seattle. This was the second event of its kind for the Seattle Consulate.

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What's in a name?

The Food and Drug Administration (FDA) has granted the California Prune Board (CPB) permission to use "dried plums" as an alternative name to "prunes" after research showed that the name "dried plum" offers a more positive connotation than "prune" and would encourage more people to try the fruit.

The CPB hopes that the name change will attract its target audience, women, aged 35 to 50. This group of 44 million people represents approximately 16% of the U.S. population and makes the majority of household purchasing decisions.

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