

Foreword

CanadExport, January 15, 1991 (Vol. 9, No. 1) featured an article entitled "RSVP: Canadian Frozen Vegetables Are Invited to Dinner the World Over". The article, prepared by the editorial staff of CanadExport, was based on data presented in a 1988 study entitled "Le Marché des Légumes Surgelés dans le Monde" by the Centre français du commerce extérieur (CFCE).

The article generated a great deal of interest on the part of Canadian exporters who wanted to identify specific export markets and potential buyers they could contact. The Agri-Food Division has contacted the Canadian Trade Commissioners and Commercial Officers in those countries mentioned in the study as promising markets, (Western Europe, and Japan) to develop more specific information. This report is the result.

Although the European Economic Community (EEC) is the leading market for frozen vegetable imports in the world (excluding potatoes), Canada faces heavy competition since most of the trade is intra-community. Additional imports come from the previously Eastern European countries and of course, high tariffs also impede Canadian imports of these products.

Following are lists of importers of frozen vegetables supplied by our Posts abroad, and in some cases, comments about the market. Some Posts have provided the names of Trade Publications in which exporters could place advertisements for their products.

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