

times used for products or in areas of small demand.

5.0 IMPORTERS' PERCEPTIONS OF CANADIAN IMPORTED FOOD

5.1 Pok Brothers

Mr. Tony Pok of Pok Brothers made the comment that Canadian food products are expensive when compared to similar products sourced from elsewhere. In this context he specifically mentioned french fries, which his company buys by the container load from the US; and honey, which the company used to get from Canada but now sources from Australia.

He also commented that, in his experience, Canadian producers were slow to react to expressions of interest from Malaysia. Particularly, he referred to a Provincial Trade Mission which visited here last year but then did not follow up on his expression of interest.

Mr. Pok felt that Malaysian importers have a limited knowledge of what foods were available from Canada. He had hoped to be invited to visit Canada as part of the post visit arrangements for the Provincial Mission mentioned above, but this did not eventuate.

Mr. Pok has expressed interest in the forthcoming Agriculture and Food Mission from Ontario that is being organized in the region by Mr. Michael Loh, the Ontario Ministry of Agriculture and Food Senior Representative who is based in Tokyo.

We suggest that Mr. Pok be kept informed of the details of this Mission as they develop.

5.2 Cold Storage

Mr. Hiew Koon Ming of Cold Storage also made the point that the price of Canadian food imports was high. He felt that the products exhibited by Cold Storage at the Canadian Food Fair in March/April 1989 were not suitable for two reasons. In the first place, some of the products were higher priced versions of products already imported from countries such as Australia, the U.K and the U.S. He mentioned spreads and honey in this context. Secondly, he felt that several of the products did not take into account the taste preferences of Malaysians.

Another Canadian Food promotion is planned by Cold Storage for September 1990 and Mr. Hiew feels that it would be appropriate for Malaysian importers to visit Canada and make a selection of appropriately priced products that they believe would be suitable for Malaysia. These products would then form the basis of the promotion.

Mr. Hiew advised that Cold Storage are dealing with A Taste of Canada Corporation with a view to arranging buyer visits.