

products for the Japanese market. These centres include the Alberta Agriculture Food Processing Development Centre in Leduc, Alberta; the POS Plant in Saskatoon, Saskatchewan; the National Agri-food Technology Centre in Portage la Prairie, Manitoba; the Agriculture Canada Research Station in Morden, Manitoba; the Food Technology Service, co-located with the Food Research and Development Centre in Saint Hyacinthe, Quebec; and others across the country.

A number of established programs are also available to assist food exporters to adapt product and promotion to the demanding Japanese marketplace.

Promoting Products in the Marketplace

In March 1996, Agriculture and Agri-Food Minister Ralph Goodale launched Canada's new three-year agri-food promotional campaign at the Canadian Embassy in Tokyo. Following one of the Embassy's most successful media events ever, the "Canada: Blessed by Nature" campaign, with its colourful logo, was the subject of extensive press coverage. The objective of the new campaign is to more closely associate Canada's pristine and natural oceans and countryside with the full range of value-added foods and beverages produced by Canadian farmers, fishers and high-technology food and beverage processing companies.

The campaign slogan and logo were integral to Canada's presence at Foodex '96 and the Canadian Food Show in Osaka, which took place immediately after the launch. Foodex is the largest show of its kind in Asia, with more than 1000 exhibitors from 36 countries and more than 85 000 professional visitors. At Foodex '96, 29 countries had national pavilions. Canadian companies participated

in both the Canadian Pavilion and the JETRO New Products Showcase. Canada Pavilion exhibitors achieved on-site sales of over \$1.1 million, with projected sales of almost \$11 million. The highly successful Canadian Food Show in Osaka attracted more than 400 select food buyers. A Canadian pavilion is planned for Foodex '97, March 11-14, 1997. The annual Osaka solo show will take place March 17-18, 1997.

A series of complementary and targeted events will take the "Blessed by Nature" campaign across Japan, with a program of solo shows, product samplings and industry seminars for Canadian companies wishing to participate in more customized events. To capitalize on the rapidly expanding Japanese market for private-brand products, Canadian Private Brand Solo Shows will take place at the Embassy and Consulates in January 1997.

To increase awareness in the Japanese hotel, restaurant and institutional trade of the range and quality of Canadian food and beverage products, an integrated, three-part chefs' relations program is underway. First, short-term training for Japanese chefs is undertaken at Canadian culinary institutions, with provision for visits to Canadian food and beverage production and processing facilities. A second element offers partial funding for Canadian chefs to participate in the planning and preparation of Canadian Food Fairs at leading Japanese hotels and restaurants. The third element is the annual Culinary Cup Competition, where experienced Japanese chefs compete against one another in demonstrating their abilities to develop, prepare and present dishes featuring Canadian food products.

The chefs' program strengthens linkages between Canadian food and fish products, other consumer products and tourism —