

The UK Remains a Major Market for Canada's Processed Foods

Market Facts

In 1988, the retail value of food products sold in the UK was £35 billion.

Much more so than in Canada, food retailers exercise a strong influence over food manufacturers. Five super-market groups (Tesco, Sainsbury, ASDA, Argyl/Safeway and Gateway) account for 60% of all UK food sales. Because of this concentration these companies are able to control and influence new product development and introduce a growing proportion of own-label goods from manufacturers.

Most imported food products are sold and distributed by agents or brokers, who are responsible for all aspects of marketing and merchandising as well as for arranging the importation of the product. It is generally not advisable for companies to deal directly with supermarket chains. Being on the spot, UK agents/brokers are well placed to deal with any problems which may occur and are used to dealing with supermarket buyers.

Retailers have recognised that consumers are becoming more conscious of the need to improve the quality and wholesomeness of what they eat and favour the use of fewer additives and flavourings. Two of the largest food retailers (Tesco and Sainsburys) print nutritional information on many of their products.

Chilled food, which is perceived as being fresh and natural, has become increasingly popular in the

last five years. In 1989, the market for all chilled foods was worth £4.5 billion.

In 1987, 44% of homes owned microwaves, 47% owned fridge/freezers and 38% owned a separate freezer. Household expenditure on food accounted for 13.3% of gross household income.

Canadian Imports

The most successful Canadian food products in the UK are honey, maple syrup, canned fruit, cheddar cheese and sweet corn.

Trade Promotion Events

The International Food and Drink Exhibition (IFE) is held every two years in London. It is the largest UK food show and Canada participates regularly with a Federal stand.

Sources of Information

Commercial/Economic Division
Canadian High Commission
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England W1X 0AB
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Food and Drink Federation
6 Catherine Street, London
WC2B 5JJ

British Frozen Food Federation
Honey Pot Lane, Colsterworth
Grantham, Lincolnshire
NG33 5LX

The Delicatessen and Fine Foods
Association, 6 The Broadway,
Thatcham, Berkshire

British Association of Canned and
Preserved Food Importers and Dis-
tributors, 15-16 Dufferin Street
London EC1Y 8PD

Space Still Available in Latin America, Caribbean Shows

Panama City/San Juan — Limited space still is available in Latin America and Caribbean trade fairs in which Canadian companies may participate at stands sponsored by External Affairs and International Trade Canada (EAITC).

EXPOCOMER'91 — Canada will be participating for the sixth consecutive year in this exhibition which will be held in Panama City, March 6 to 19.

The international trade fair attracts food products companies, construction and hardware firms, manufacturers of automotive accessories, informatics and office products suppliers, telecom., medical/health care companies.

The **19th Annual Food and Foodservices Equipment Trade Show**, at which Canada also will be participating for the sixth time, is being held April 13 to 15 in San Juan, Puerto Rico.

Geared primarily to Puerto Rico — which generates sales in excess of \$4.5 billion annually, 85 per cent of which represents imported goods — the show also attracts potential buyers and agents from throughout the Caribbean.

For further information on **EXPOCOMER'91** or on the **19th Annual Food and Foodservices Equipment Trade Show**, contact Jon Dundon, EAITC's, Latin America and Caribbean Branch, Fairs and Missions (LCTF). Tel.: (613) 996-6921. Fax: (613) 996-0677.

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criteria are applied depending on the product group.

Satisfaction of the essential requirements leads to the affixing of a "CE" mark which allows the product free circulation throughout the EC.

John Kean, president, Canadian Standards Association, emphasizes the growing importance of the International Organization for

Standardization (ISO)'s 9000 series of Quality Assurance for firms wishing to satisfy the European testing and certification requirements.

For more information on Europe 1992 and dates for up-coming seminars on the European standards process, contact External Affairs and International Trade Canada (EAITC)'s European

Community Economic and Trade Relations Division (REM). Tel.: (613) 996-2727. Fax: (613) 995-1277.

For more information about European standards, contact the Standards Council of Canada, Information Division, 350 Sparks Street, Ottawa K1P 6N7. Tel.: (613) 238-3222 or Toll Free: 1-800-267-8220. Fax: (613) 995-4564.