

Canada-Brazil: An expanding partnership

In 1991, two-way agricultural trade between Brazil (the fifth-largest country of the world) and Canada totalled \$400 million. Brazil imported \$164 million of Canadian agri-food products and Canada's share of the Brazilian agri-food market, valued at \$236 million, grew from 4.9% in 1990 to 7.4% in 1991.

Brazil is also Canada's largest

Latin American agri-food trading partner and the opportunities to expand are numerous. Canadian exporters can find a useful and succinct analysis of the Brazilian agri-food market in *Canadian Agri-Food Export Opportunities: Brazil*.

Export market opportunities are identified and assessed for

eight products:

- grains (primarily wheat with strong possibilities for malting barley, oats and corn)
- dairy cattle (significant scope for dairy genetics)
- beefcattle (good prospects for beef semen and breeding cattle)
- swine (export potential for semen and live heads)
- pork (meat products improved prospects with import deregulation)
- processed foods and beverages (promising market for high-quality processed food products)
- pulses, beans and seeds (substantial increases in white and kidney beans, canary and mustard seeds exports since 1988)
- potatoes (good potential market for fresh, processed and seed but mostly the yellow-fleshed variety).

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Quebec Agri-Food Export Club

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Club Export currently groups over a hundred agri-food firms with \$4 billion in sales of which over \$250 million are exports.

Club Export gives top priority to increasing export awareness and export-readiness of food entrepreneurs.

New forms of export partnerships such as Club Export may help the food industry to take advantage of export opportunities. Club Export welcomes new members and wishes to establish contacts with other groups of food exporters in Canada.

For more information, contact Paul-Arthur Huot, Executive Director. Tel.: (514) 349-1521. Fax: (514) 349-6923.

Canada looking for exhibitors for Tokyo's Foodex '93

With 90,000 potential Japanese clients showing up last year at Tokyo's Foodex '92, Canadian exporters have powerful reasons to make room in their agenda for attending the '93 edition.

The 18th International Food and Beverage Exhibition, to use the trade show's full name, will be held this year from March 9 to 13 at the Nippon Convention Center.

Attending Foodex, last year, were 23 Canadian participants representing 30 companies. Over \$10 million of new business was generated as a direct result of Canadian participation in the show.

"Those sales results also confirmed for us the shift in the Japanese food industry to greater demand for a wide variety of value added products," says Greg Bates of

External Affairs and International Trade Canada's Japan Trade Development Division.

"We're already actively recruiting participants to Foodex, as well as the Osaka Solo Food Show, which is held only a few days later, on the 15th and 16th," adds Bates.

The Osaka Food Show is intended as a showcase for new exporters investigating the marketing prospects in Western Japan markets.

The large number of Canadian participants and the interest of potential Japanese clients ran so high, last year, that space was a problem.

For information about the Tokyo and Osaka food shows, contact Greg Bates, Japan Trade Development Division, External Affairs and International Trade Canada. Tel.: (613) 995-8619. Fax: (613) 943-8286.

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Breton cracker have doubled from 1990 to 1991.

Grand-Pré milk, from Quebec's LACTEL group is another example. The group is getting ready to ship 6,000 cases of its chocolate-flavored UHT milk to test Mexican markets.

Prime Pasta

European Noodles Inc. of Toronto, well known for its fresh pasta, predicts earnings of \$6 million from the kosher pasta market. Half of its earnings will come from U.S. sales.

Pasta Plus Inc. of St. John's, Nfld. has also begun its plan to expand operations. It will open franchises in the northeastern U.S. which will distribute niche market products such as no-cholesterol pasta sauces and high value-added gourmet-to-go foods.