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General information on selling to the Ministry of Defence is available through

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<http://dtiinfo1.dti.gov.uk/sfirms/contacts.htm#15>

Information on the aerospace sector is provided by

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Contacts for the defence industry can also be found via

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AGRICULTURE, FOOD AND FISH PRODUCTS

There are 58 million mouths to feed in the United Kingdom. In 1995, the British food and beverage market alone was valued at \$190 billion, by consumer expenditure. Of this, \$100 billion was spent on food, \$50 billion on beverages, and \$40 billion outside the home. Agri-food imports totalled \$30 billion. Canadian agri-food and fish exports to Britain rose from

\$300 million in 1994 to \$350 million in 1995. The U.K. is Canada's second-largest processed food and beverage market after the United States and one of its largest agri-food markets in the European Union.

In 1995, there were 32 new U.K. retail and food service listings of Canadian food and beverage products. U.K. importers of Canadian food and beverages now number 130. Three Canadian companies have opened sales offices in the U.K. in the last three years: Couprie Fenton (canned sweet corn), Clearwater Fine Foods (seafood products), and Cott Corp. (beverages). Four Canadian-style food service establishments now operate in London – the Maple Leaf Pub, the Canadian Grill, the Canadian Muffin Company (10 outlets), and the Sports Bar. In addition, nine major public relations campaigns have taken place over the last three years, for such products as Molson beer, Labatt Ice, Clearly Canadian, McCain pizza, lobster, bison, maple syrup, wild blueberries, and wines.

Market Opportunities

The value-added segment of the \$30 billion U.K. food and beverage market represents the single largest opportunity for Canadian food and beverage exporters. About 60 percent of Canada's current food exports are destined to this segment. Key opportunities in the U.K. processed food and beverage market include canned and frozen corn, canned asparagus, canned salmon, whisky, cheese, honey, beer, wine, maple syrup, bison meat, wild rice, pet food, and lobster. The main growth areas in the market that are expected to offer additional opportunities include "own label or private brand" products, soft drinks, yoghurts, mineral water, snacks, frozen pizza, biscuits, breakfast cereals, chilled and frozen "ready meals," health foods, low calorie "alternative" products, ethnic foods, and confectionery products.

The recession in the early 1990s hurt Canadian agri-food exports, but they have been rising since the recovery. Exports to the U.K. of grains, linseed, pulses, breeding cattle, sweet corn, maple syrup, and wines have grown rapidly in recent years. The WTO Agreement along with the recently negotiated Canada-EU Agriculture Agreement will likely provide Canadian