

The Canadian Dehydrators Association

Canada's processed alfalfa industry produces over \$100 million worth of products annually, 80 per cent of which are exported.

Alfalfa has become a commodity in demand in markets around the world including the U.S., Europe, the Pacific Rim, Central America, the Middle East and North Africa.

A big part of this industry's success has been the work of the **Canadian Dehydrators Association (CDA)**, representing the interests of 26 member plants.

Since its creation in 1984, the CDA has been involved in a wide range of activities to promote the interests of its members. The association conducts research and market development, resolves regional and national issues, and works to improve the production, processing and handling, utilization and promotion of processed alfalfa products.

The CDA supports and advises research centres, universities and government bodies on alfalfa issues. The CDA Research and Technical Priorities Committee meets annually to identify areas which require research activity. The Committee includes members of the CDA Board of Directors, the CDA Market Development Committee and various government and private research institutions.

Areas of research include nutrition, product performance, quality improvement, product durability, feeding trials, production and harvest, processing technology, storage handling and transportation, product development and the development of new domestic and export markets.

CDA alfalfa processing company members market their products

primarily through industry-owned marketing companies: these companies are also represented on the CDA Marketing Development Committee.

This committee works to promote Canadian processed alfalfa products in offshore markets, improve existing products and develop new products for export, educate end-

users and buyers on the nutritional benefits of processed alfalfa products, sponsors incoming missions, and identifies and develops new markets for Canadian processed alfalfa products.

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a panel of nine accredited wine judges from across Canada. EAITC reserves 25 per cent of its wine list for domestic producers. It is one venue for Canadian wine products to be sampled in overseas markets.

Canadian beef exports to Taiwan should increase after a decision to lower tariffs against AAA grade Canadian beef. This decision by the Taiwanese gov-

ernment now puts Canadian AAA beef on par with United States Department of Agriculture (USDA) choice beef. Previously Canadian beef was rated at a higher tariff, and was not able to fairly compete against the U.S. product. Now the two top grades of Canadian and U.S. beef face the same tariff in a market which holds good opportunities for the Canadian beef industry.

Sweet Pears — from page 1

and continue to refine it. A scientific exchange between the Harrow Station and a French research group in Angers, France, led to an offer to import the pear in 1990.

Agriculture and Agri-Food Canada negotiated a commercialization contract with Castang Co., which gives the company the right to propagate, sell and sub-license Harrow Sweet Pear trees within the EEC. As part of the agreement, Castang Co. has agreed to obtain the registration fee in France for the new pear, and maintain it for 25 years.

Royalties in the first year of release for the Harrow Research Station amounted to almost \$4,000. Harrow

officials expect that this could open the door to a wide range of tree exports to Europe, and attract the interest of other world fruit tree importers.

The success of the Harrow Sweet Pear proves that research and development of agri-food products is a very important aspect of exporting. A new or improved product can easily penetrate and monopolize a niche market that had previously been untapped or had grown stagnant.

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