



## TRADE SUCCESS

*A number of Canadian producers and companies are finding success and a greater demand for their products when they enter export markets. Here are just a few who have recently looked beyond our own borders for new and exciting opportunities.*

**The Worth Much More Berry Co.** of Berwick, Nova Scotia, is using innovative cooling technology to preserve strawberries so well they can be exported great distances. This merger of two growers shipped some of its 200,000 quarts marked for export to Sweden last year, as part of a trial sale. The firm's new cooling technique adds between four and seven days shelf life to the strawberries. The agreement began when the grower was contacted by a Swedish buyer looking for quality strawberries and now both the supplier and buyer anticipate further sales.

**B.C. Tree Fruits** has landed in the Mexican marketplace with a splash, selling 35,000 cases of Red Delicious and Golden Delicious apples in only four months. Since the interior B.C. company was granted access to the Mexican market last November, its apples have been warmly received. After this initial \$750,000 sale, the company expects to export 100,000 cases this year and as many as 250,000 cases next year. B.C. Tree Fruits negotiated for two years to convince the Mexicans that their apples were maggot-free, a charge

*Continued on page IV — Success*

## Calendar of Agri-Food Shows

*International shows are excellent opportunities to forge new contacts and alliances for export initiatives. They are also a great way to see what the competition is doing. Here is a brief list of some upcoming events.*

**ANUGA 93 - World Food Market**, the world's largest food fair, will take place in Cologne, Germany, on October 9-14, 1993. This biennial event concerns food and provisions of all types with exhibitions by more than 1,500 German exhibitors, almost 3,500 foreign exhibitors. It hosts more than 225,000 visitors. Canada will again have a national stand at ANUGA, which at press time included 18 companies. Space is limited and is available on a first-come first-serve basis. For more information about the national stand, or ANUGA, contact Lorraine Reardon, External Affairs and International Trade Canada, telephone (613) 996-2147 or fax (613) 995-6319.

**The Royal Agricultural Winter Fair** takes place in Toronto from November 9-21, 1993. This annual fair features exhibitors of food, livestock, and agricultural products. Visitors include representatives of these sectors as well as the general public. For more information, contact the Royal Agricultural Winter Fair Association. Fax: (416) 393-6488.

**The Canadian Western Agribition** takes place in Regina from November 27 to December 3, 1993. This annual event involves livestock, grains and includes a food fair. About 2,500 exhibitors and

140,000 visitors made up the 1991 Agribition. For more information contact the Western Agribition by faxing (306) 757-9963.

**The Western Restaurant Convention and Expo** takes place in Los Angeles, August 14-17, 1993. About 1,500 exhibitors displayed food and equipment at this event in 1990. Almost 30,000 visitors, buyers, distributors, wholesalers, restaurateurs, chefs and purchasing agents attended. For more information contact the California Restaurant Association by faxing (213) 384-1623.

**The International Fancy Food Show**, June 20-23, 1993, in New York City, features specialty food products. Canada will have a national stand at this show. For information contact Peter Egyed, External Affairs and International Trade Canada, telephone (613) 944-9483 or fax (613) 944-9119.

**The International Hotel, Motel and Restaurant Show**, November 6-9, 1993, in New York City, features food and beverage products and equipment. In 1990, this show had 1,520 exhibitors and 56,309 visitors. For more information contact Peter Egyed, marketing officer, External Affairs and International Trade Canada, telephone (613) 944-9483 or fax (613) 944-9119.