

supplemented by four regional American agricultural groups working through a Promotion Coordination Center located in Antwerp. The Center assists the food trade in Europe by offering a quality promotional package specifically designed to highlight a particular product or group in stores & supermarkets.

BRITAIN

Britain presented a record number of exhibitors - 108 stands representing over 150 companies covering all sectors of the food and drink industry. The British display was adjacent to the Canadian national exhibit, as was the case in Anuga '87.

A number of new products, some employing the latest in food packaging technology, and its extensive range of preserves, ethnic foods and breakfast cereals were exhibited. Latest "Doy Pouch" technology which enables producers to make sauces, in liquid form, that contain whole pieces of fruits and vegetables, and uses ingredients such as double cream, fresh herbs and aromatic spices were displayed. New ambient microwave meals with two separate compartments for the meat and rice or vegetables were displayed. Other products on the British stand included meat-free burgers, Indian meals, peanut butter made from organically grown peanuts, microwave cooking oils and long-shelf life soya milk.

ITALY

A total of 676 Italian suppliers participated in ANUGA '89.

Italian products at ANUGA included: all types of foods, wines, spirits, cheese, frozen foods, ready meals, fruit & vegetables, meat & sausages, pasta, confectionery and coffee. These were arranged according to main product groups, i.e. wine, cheese, pasta or sausage.

NEW ZEALAND

New Zealand, with a population of three million, produces a wide range of food & beverages, such as fresh and processed fruits & vegetables, cheeses, honey, wines, beer, dairy products, game, meat & seafoods. Therefore, the New Zealand stand was of particular interest to Canadian food suppliers.

It should be noted that 50% of New Zealand's export earnings are made up of food & beverage exports.