

Finest quality Canadian delicacies offered at international exhibition in London

Twenty-one Canadian companies and associations representative of the Atlantic and Pacific fisheries and processed food industries will participate in the International Food and Drink Exhibition in London, England from February 25 to March 1.

The exhibition will feature a variety of fish and seafood products, wild rice, corn, beans, peas and other vegetables, Canadian beer, a selection of table wines, apples and wild blueberries, as well as whip toppings and fillings, honey and other products.

Visitors to the Canadian exhibit in London, sponsored by the Department of External Affairs, will have an opportunity to sample some of the foods and beverages on display.

Growing markets

Canada's fisheries and processed food industries have experienced rapid growth over the past decade. Between 1970 and 1982, the value of exports in these sectors rose from \$719 million (US) to \$3 000 million representing a gain of 417 per cent. Fish products accounted for more than two-fifths of the total Canadian export trade in 1982 making Canada the world's leading exporter of seafood products. Canada was also first in the world as a fish-exporting nation in 1983 with total exports of fish and shellfish valued at \$1.6 billion.

The processed foods category, which includes a wide variety of prepared products, recorded a gain of 653 per cent rising from \$8 million (US) in 1970 to \$52 million in 1982.

The United States is Canada's largest market and Western European countries are second, accounting for over 16 per cent of all export shipments in the fish and processed food sectors.

Fishing industry represented

A number of major fish and seafood processors and distributors from across Canada will represent the country's fisheries industry in London. Included in the full range of groundfish, shellfish and pelagic frozen products are: raw breaded and unbreaded fillets of cod, plaice, turbot and perch; precooked fish sticks and crunchy fishcakes; herring roe and salmon caviar; frozen and canned crab sections and precooked gourmet dishes; fresh, frozen, smoked and canned salmon, halibut, trout and Arctic char; fresh or frozen clams and prawns; whole cooked lobster in vacuum packs or heavy brine; as well as canned lobster, crabmeat, scallops and smelts.

Frozen "fully dressed" pizzas or pizza



Visitors to the Canadian exhibit at the International Food Exhibition in London will have an opportunity to sample some of the products and delicacies from companies representing Canada's fisheries and processed food industries.

crusts are available from Canadian pizza-makers in regular or high protein varieties. They have developed their own topping recipes based on Canada's meats, cheeses, spices, tomatoes, green peppers, mushrooms and other vegetables.

Beverage products are available in dry and liquid concentrates. Crysta-Mix Canada Limited in Mississauga, Ontario, which is the exclusive agent for Bright's wines in England, offers a choice of wines. Labatt Brewing Company Limited of Toronto, Ontario, brewer of 34 different types of beer, will present its leading lager, Labatt Blue. Molson Breweries International Limited of Montreal, Quebec, a major Canadian brewery for more

than 100 years, will feature a full, mellow flavoured beer in London.

Wild blueberries that are harvested, processed and frozen in the eastern region of Canada will be offered by the Wild Blueberry Association of North America from Fredericton, New Brunswick. The blueberries are popular for pies, pastries, muffins, pancakes, waffles, jams, jellies, preserves, toppings and fillings.

Fresh apples, a major crop of Nova Scotia fruit growers, are marketed by Scotian Gold Co-operative Limited and the Nova Scotia Fruit Growers Association in Kentville. Juices, cider, jams, apple sauce and honey are also produced and marketed.