

# Canada Reports

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## Active in trade shows

Canadian companies will be participating in a number of international trade shows during October, Canada's export trade month. ANUGA '85 in Cologne is one of the largest and most important for the fish and other food products industries.

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## Variety of food products at ANUGA '85

Popular foods and gourmet delicacies from 28 leading Canadian companies are being featured in Canada's exhibit at ANUGA '85, a major trade fair for the fish and food product industries that is being held in Cologne, Federal Republic of Germany, October 12-17.

The Canadian exhibit, which is sponsored by the Department of External Affairs, includes a complete variety of products from fish and seafood, poultry, vegetables and pizzas to fruits, confections, drinks, jams, honey and maple syrup.

### Increasing exports

Canada's fish and food industries together exported foods and animal feed valued at over \$10.2 billion in 1984. Exports to the European Economic Community (EEC) exceeded \$830 million representing about 15 per cent of all off-shore shipments in the fish and processed food sectors.

The Canadian seafood industry in 1984 succeeded for the seventh consecutive year in maintaining Canada's position as the world's leading exporter in dollar value of fish and seafood products. This trade totalled \$1.6 billion in 1984 with shipments to EEC countries accounting for 13 per cent or \$214 million.

Specialization and concentration are characteristic of Canada's poultry industry. While there was a decline in exports of stewing hens in 1984 over 1983, there were increases in exports of chicken and turkey from 24 to 461 tonnes and 832 to 1 445 tonnes respectively.

Vegetable and fruit production are important components of Canadian agriculture and more than 30 varieties are grown commercially. The rich soil of the Canadian farm-belt produces crops of many varieties of beans, rutabagas, corn, peas, carrots and other vegetables. Orchards in many areas of Canada, yield apples noted for their taste, firm texture and long storage life.

### Canadian specialties

Canada has become a leading world supplier of delicacies such as wild rice, wild blueberries and maple syrup. Between half and two-thirds of the total production of blueberries is exported and markets continue to grow in the United States, Europe, Japan, and Southeast Asia.



Canada is offering many foods and beverages at ANUGA '85.

Canadian food processors are noted for their modern plants and up-to-date processing technology. Expert cooks and dietitians operate research kitchens in various processing plants to develop new dishes and flavours as well as a complete range of convenience and fast foods.

The food processing industry is also active in the development of new packaging



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