



## TRADE SUCCESS

### Makes Compusense:...

Compusense has been finding that exporters are relying heavily on its sensory testing services as they try to target their overseas products. Clients primarily interested in testing their export products are a significant part of its business. The company helps fine-tune the taste of food products to withstand the shipping time from processor to consumer. The company is also looking into the possibility of using Canada's ethnic population to conduct taste tests with products aimed at specific overseas markets.

For more information, contact: **Chris Findlay**, *Compusense*, Tel.: (519) 836-9993, Fax: (519) 836-9898.

### Serres Les Grands Vents

A St. Mathieu, Quebec greenhouse has discovered that cut roses grown without the use of chemicals have a market in the perfume and food industries. Serres Les Grands Vents has found a way to sell the 10 % of cut flowers which don't meet the aesthetic standards of the flower shop. For two years the company has been selling the roses to a perfume manufacturer and a jelly producer in Cowansville, Quebec. The company makes use of the roses in such products as rose jelly. Sales have also been made to a Cap-Santé, Quebec, perfume manufacturer. The market was developed with the help of Agriculture and Agri-Food Canada and the Quebec Institute of Ornamental Horticultural Development. The technology developed for this product is considered to have good potential in the domestic markets.

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## Goldfarb on agri-food trends

Globalization and changes in society will have profound effects on consumer buying habits, marketing efforts, and the ability of agri-food companies to survive the next two decades, says pollster Martin Goldfarb.

Speaking to a recent international symposium on challenges in food and food services marketing, in Montreal, Goldfarb said shocks will hit food processors in North America in the coming years that will test the ability of whole industries to respond to new trends:

### Social trends

- Immigration from Pacific Rim countries means a larger segment of the population will be lactose intolerant, posing challenges for the dairy industry.
- The shrinking of the middle class will also affect consumption trends of many food products.
- A large class of people less financially secure will demand inexpensive foods which may need even greater mass production to lower costs than we have today.
- Reducing distribution costs will be the wave of the future.

### Lifestyle trends

Associating lifestyle trends with food products has long been a marketing strategy. However, in the coming years, food products must associate themselves with the coming trends of people wanting to have more control over their schedules and a growing emphasis on family relationships.

Eating habits will evolve from meals in front of the television to more structured meals involving the family together for at least one meal a day.

Food processors will also be faced with even stronger opposition to fat content. Goldfarb said fat will become as unpopular as cigarettes and will be something to be avoided at all costs. As a result, the movement to light products will grow. He advises that products which contain fat should concentrate on marketing efforts which discourage guilt and encourage balanced consumption of food. Marketing will involve colours that are more natural and toned-down.

### Fashion trends

However, sex appeal will remain as popular as ever, as will the need to remain fashionable. Products without style will be in trouble. Style allows consumers to display their individuality and freedom through buying habits.

Customer satisfaction will in many instances be the defining issues for companies facing the challenges of the late '90s. With competition so great, the telling difference between products will be customer satisfaction. This is decided largely by customer service and a thorough understanding of and response to demands for value, quality and the power of price.

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*Market profiles: China, Hong Kong, Korea*