

to the home prepared meal with greatly reduced cooking time and long shelf life are likely to have a revolutionary impact on eating habits in the specific market niche to which they are targetted. Ross Young also displayed a wide range of panfried chilled coated fish products in CAP packaging.

CONCLUSION

SIAL'88 was highly successful for Canadian food and seafood companies. Many indicated a desire to participate again in 1990, and some will seek a larger space allocation.

Canadian food/fish exports to Western Europe exceeded \$1 billion in 1987 (of which \$433 million were fish and fish products) stimulated by both increased demand and favourable rates of exchange: While market growth is limited by supply constraints, Canada emphasizes high quality standards and concentrates on higher value items to ensure a stable market share.

Canadian companies indicate by increased participation year by year that world class food shows, such as SIAL and AUNUGA, are the best promotional vehicles to present their products to the world.

The mixture of exporters, buyers, federal and provincial government trade officials, and commercial officers from Canadian posts provide a unique opportunity for the exchange of information and ideas. World fairs such as SIAL have the broad support of the Canadian export community both large companies and small and are vital to Canada's position as a world class food exporter.