



AGEXPORT

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TRADE SUCCESS

A number of Canadian companies are finding success and a greater demand for their products when they enter export markets. Here are just a few that recently have looked beyond our borders for new and exciting opportunities.

Daigle Wholesale, of Port Williams, Nova Scotia, has tapped a market in Iceland for Canadian vegetables. This spring the company sold 250,000 pounds of carrots, turnips and cabbage to a buyer there. The buyer is in touch with the company on a bi-weekly basis to keep abreast of crop conditions and further sales are anticipated. The company is excited about the market because Icelanders eat the same staples as Canadians.

Like some other Canadian breweries, **Upper Canada Brewing Co.**, of Toronto, has found a market for its non-additive line of beer. The company has sales in Belgium, Sweden, and Luxembourg.

Canadian Wines are being recognized and have been placed on the official wine list compiled by Department of Foreign Affairs and International Trade (DFAIT). From over 30 Canadian wine companies, 57 wines will be served at diplomatic missions overseas. Canadian wineries submitted 196 wines for consideration by

Continued on page IV — Success



CANADA PORK INTERNATIONAL
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New Logo for Canada Pork International

Canadian exporters should remember that one of the best marketing tools we have can be found around the world — our reputation.

Canada Pork International (CPI) is determined to ensure that consumers in nations like Mexico can identify Canadian pork. As a result, CPI has created a new logo, which includes a large Maple Leaf, that will set Canadian pork apart from that of other nations, especially the United States.

Jacques Pomerleau, Executive Director of CPI, said Mexican officials were ready to close the door to imported pork, but the potentially lucrative market was saved for Canadians by the North American Free Trade Agreement (NAFTA). Present tariffs on pork of 20 per cent will be gone within 10 years under NAFTA. Even with the duty, Canadian pork is doing well in Mexico.

After the market was opened to imports in 1988, Canadian sales remained at about \$12 million until last year, when Canadian exports

of pork to Mexico jumped to \$30 million. Mexico imports fresh cuts, frozen pork and processed pork products. Processed pork products sales have grown from zero two years ago to \$17 million in 1992.

The Mexican market has the potential to accept \$100 million in Canadian pork within five years. The market potential is enormous because population and prosperity are both expected to grow rapidly and Mexicans can be expected to spend their additional wealth on pork. Mexicans consume only about 10 kilograms of pork per person each year, compared with 34 kilograms in Canada. Mexico could consume almost one-sixth of Canada's \$665 million in pork exports.

Canada is the world's second-largest pork exporting country and is widely recognized as a supplier of high quality products.

For more information contact Jacques Pomerleau, Executive Director of Canada Pork International. Tel.: (613) 236-9886. Fax: (613) 236-6658.

Disease-Resistant Pears Grown

A disease-resistant pear developed at Agriculture and Agri-Food Canada's Harrow Research Station has opened export markets in Europe for fruit trees bred in Canada.

The Harrow Sweet Pear's resistance to fireblight disease has impressed French scientists and prompted the French fruit tree industry to import the pear tree. It meets a specific demand in France,

and healthy sales are expected.

Interest in the pear has also been demonstrated in Belgium and the Netherlands. Its success has prompted the interest of another French company in Canadian apricots, nectarines and peaches.

Scientists at the Harrow Research Station in southwestern Ontario first developed the pear in 1965,

Continued on page IV — Pears