



# AGEXPORT

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## TRADE SUCCESS

### Maple Leaf Abroad

Some Canadian companies are teaming up with American firms to exchange technology and share profits in their milling operations. Together, **Maple Leaf Foods Inc.** of Canada and the U.S. **ConAgra Inc.** milling sales will reach \$250 million in 1992. Maple Leaf has also expanded its operations in the Caribbean by buying majority control of **Barbados Mills Ltd.**

### Clearly Successful

The **Clearly Canadian Beverage Company** of Vancouver, B.C. has successfully extended its business abroad. The bottling water company recently signed an agreement to have its beverages produced under license in Japan using local spring water. The company also plans to launch sales in Latin America in the fall.

### Choice Products

**Loblaw Companies Ltd.** is enjoying tremendous success with its President's Choice products. The premium quality private label products are contributing \$500 million to annual sales and are expected to continue to grow since the company is seeking opportunities in the U.S.

The President's Choice products are now sold in the U.S. through the 209-store **Jewel** supermarket chain and **Loblaw** has an agreement to select and design premium items for the discount giant the **Wal-Mart Stores Inc.** Last year's sales in the U.S. were \$40 million.

### Cracking New Markets

Some Canadian food processors like **Dare** and **Nabisco** have already exported to Mexico or are looking to this market. **Dare's** exports of its

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## A New Voice for Competitiveness

*I am pleased to introduce this new guest to the pages of **CanadExport**. We felt at **Agriculture Canada** that the time was ripe to give agri-food exporters a corner of their own in this excellent publication.*

*During the next decade, agri-food exporters, like the rest of the industry, will have to adapt to the trend towards greater liberalization of agricultural world trade.*

*The issue today, of course, is competitiveness. Will Canada be able to compete in international trade? Surely we will. We already do in many sectors. But I'll bet we can do better.*

*"Winning in a Global Market", an **Agriculture Canada**-sponsored conference to be held in **Saskatoon** from **November 22 to 24** will give all partners in the Agri-food industry a chance to collaborate on common strategies to improve our competitiveness, here and in world markets.*

***AgExport** is one of the ways government can help.*

**Bill McKnight**  
Minister of Agriculture

## AGRI-FOOD INDUSTRY ASSOCIATIONS DEVELOP TRADE STRATEGIES:

### Canada Beef Export Federation

The **Canada Beef Export Federation (CANADA BEEF)** launched in 1989, has a mandate to increase the exports of Canadian beef to recently opened and rapidly growing markets of **Japan** and **Asia**. **CANADA BEEF** brings together all sectors of the industry, including producers, packers, exporters, along with the federal and provincial governments.

**CANADA BEEF** has developed a strategic action plan for 1992-93 focusing on **Japan** as a primary market and **Korea, Taiwan, Hong Kong** and **Singapore**, as secondary

markets. The plan aims at specific market niches suited to the use of Canadian beef. The four-year plan also looks at the long-term success which can only be realized through the development of their members' skills, knowledge and relationships.

The Federation unites resources  
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### THIS ISSUE

Foodex in Tokyo  
Embryos to Morocco  
Selling to the U.S.  
Brazilian Partnership