

## Small company makes it big with embryo exports to Morocco

A small Canadian firm has achieved a first with the sale of a high-tech product — Holstein embryos — to Morocco. To facilitate the sale, the Canadian International Development Agency and the Quebec government paid the costs to train Moroccan technicians in Canada and to send a veterinarian to Casablanca to assist in the implantation of 173 embryos. A high percentage of calves came to term to the satisfaction of the Moroccans and more sales are likely to follow.

The firm — Canadian Embryo Export Services of Masson, Quebec — had developed contacts with Moroccan agriculture officials at the 1988 Salon International de l'Agriculture held in Paris. Follow-up with these contacts led to the signing of a contract with the Moroccan Ministry of Agriculture in 1990.

Subsequently, two Moroccan technicians came to Canada in 1990 for eight weeks of training and this was followed by a Canadian

veterinarian spending three weeks in Morocco to direct the implantations in June of 1991.

The bulls from these Canadian Holstein embryos will be used to supply semen for artificial insemination and heifers will be used to improve the quality of the national dairy cattle population in this North African country.

For information, contact John Nutbey, Canadian Embryo Export Services, Masson, Quebec. Tel.: (819) 986-6313. Fax: (819) 986-6545.

## TRADE STRATEGIES — Continued from page 1

and creates vertical and horizontal partnerships in order to be effective in developing markets. The Canada Beef Export Federation believes it holds the key to these partnerships.

For more information, contact Ted Haney, Director, Canadian Operations, "CANADA BEEF", Calgary. Tel: (403) 274-0005. Fax: (403) 274-5686.

### AGEXPORT

*AgExport is published in French and English as a supplement to CanadExport by the International Programs Directorate of Agriculture Canada's Agri-food Development Branch.*

*Articles may be reprinted with credit to AgExport. For more information about AgExport, please call Richard Cathcart, International Programs Directorate, Ottawa, (613) 993-6671. Fax: (613) 995-0499.*

### Canadian Dehydrators' Association

The Canadian Dehydrators' Association and its industry members have made a significant impact on the forage markets of the Pacific Rim. The demand for high quality forage products to feed growing livestock populations in Japan, Korea and Taiwan has given rise to an industry that adds substantially to Canada's agri-food trade. Association members export some \$65 million worth of such products to the Pacific Rim annually.

One of the keys to the industry's success in recent years has been the development of a market development strategy. The strategy focuses Association efforts on specific markets and designs activities to take advantage of identified opportunities or to overcome constraints to expanded trade.

The development of a strategy has allowed the Association to better coordinate its activities and better use all available human and financial resources.

For more further information,

contact Bryan Davidson of the Canadian Dehydrators' Association. Tel.: (403) 450-0169 or fax: (403) 450-0604.

### Purebred Swine Breeders Association of Canada

Canadian purebred and hybrid swine exporters' market strategy is making inroads into the Mexican market, with exports running at 1,200 head per month in 1992 — up significantly from export levels three years ago.

The Purebred Swine Breeders Association of Canada with the Alberta Association have developed a strategy working with its members to significantly increase their share of this rapidly expanding market. The focus of their activity is a series of seminars aimed at further educating Mexican breeders on the benefits of Canadian purebred and hybrid swine.

For further information, contact Bill Young, Purebred Swine Breeders Association of Canada. Tel.: (613) 731-5531. Fax: (613) 731-6655.

### World Food Trade

## The Future of the Agri-Food Industry in Canada

Donald McQ Shaver, leading Canadian exporter of poultry breeding stock, offers the Canadian agri-food producer a piece of advice. "Fashion and refashion your budgets to free up the maximum cents in every dollar that is available for servicing private export activity." In light of the global trend of trade liberalization and "rising world demand for agri-food," his advice is worth heeding.

Canadian economic prosperity depends in part on the international performance of the products we export. Canadian exports account for 22% of our GNP. Of these exports, 8% belong to agri-food.

Worldwide trade in agriculture reached a record \$208 billion (US) in 1990, after five straight years of

an average 7% growth. Leading this growth is the demand for consumer-oriented agri-food, which have now surpassed world-trade of the traditional bulk commodity imports.

In 1991, over half of Canada's \$11 billion on agri-food exports were higher-value products; these included the consumer products such as food preparation and beverages, and intermediate products such as livestock and feed. Canada's exports of higher-value agri-food have been rising — but almost exclusively due to gains in the U.S.

In the U.S. market, Canadian agri-food exports have grown annually at 9.6% since 1988, resulting in both an increased reliance on and rising share of this large market.

Outside the U.S. market, there is

a different story. Ninety-three percent of Canada's bulk commodity exports such as wheat are destined outside the U.S., whereas only 20% of consumer-oriented exports have seen beyond the North American market. These exports have dropped by 4.8%, despite the fact that the majority of world growth is occurring in the Pacific Rim, Latin America and European markets.

These trends beg the question: Will Canada's producers capitalize on the "high-value agri-food opportunities in offshore markets?" With the success of high-value agri-food products in the U.S., and the lead by Canada's internationally recognized grains and oilseed exports, there is good reason to believe they can.

## EAITC winter reading benefits exporters to the U.S.

External Affairs and International Trade Canada (EAITC) is getting ready to release a series of three publications dealing with agri-food exports to the U.S. that should be very useful to the Canadian industry.

*The Canadian Exporter's Handbook on Doing Business in the U.S. Food and Seafood Markets* is designed to assist processors in developing new U.S. sales opportunities. It includes hints on the basics of food marketing in the U.S., the various distribution and regulatory procedures facing the novice exporter and market overviews prepared by the department's U.S. staff.

*A Guide to Food Trade Shows in the United States, 1992-1993*, lists national and regional U.S. fairs and trade exhibitions.

Finally, the proceedings of a cross-

Canada seminar that ended last month on *How to Identify and Work with U.S. Food Brokers and Distributors* will summarize the salient points of this EAITC-sponsored program which featured presentations by representatives from the National Food Brokers Association in Washington and the Chicago-based National Food Dis-

tributors Association, as well as Canadian marketing officers and provincial trade officers working in the United States.

For more details, contact Peter Egyed, U.S.A. Trade and Investment Development Division, External Affairs and International Trade Canada, Ottawa. Tel.: (613) 991-9483. Fax: (613) 990-9119.

### Quebec Agri-Food Export Club

In Quebec, food processing companies, farmers and co-op leaders have banded together to pool expertise so that they can break into export markets. Their concerted efforts have led to the creation of the Quebec Agri-Food Export Club (Club Export) which is providing new leadership in export trade development.

Close working relationships with the Food Research and Development Centre at St. Hyacinthe have been established to help exporters adapt products to export market requirements. Other partnerships with provincial and federal departments should lead to identification of new niches in various markets. Many more initiatives are to come.

*Continued on page IV — Quebec*