

RESULTS OF CANADIAN PARTICIPATION

Canadian exhibitors at ANUGA expressed satisfaction with the promotion. On-site sales amounted to \$7 million and Canadian sales for the next twelve month period accruing from ANUGA are estimated at \$77 million. Approximately 1,100 serious enquiries from 28 countries were processed or received during the six day promotion. More than 35 representatives were appointed or are being considered by Canadian exhibitors as a result of their participation. All ANUGA exhibitors advised that they wish to be considered for participation in the Canadian pavilion of ANUGA '91.

ANUGA is a meeting place for global exporters, importers and trade officials and is highly important to Canada's exporting community and for the continuance of Canada's export thrust in the EC market.

GENERAL OBSERVATIONS

Products Displayed

A list of the latest trends in product categories show that the trend towards natural, healthy and light diets has become of prime importance with many food producers.

Complete ranges of high protein products for a balanced diet were displayed. New to the European market are natural foods such as breakfast flakes made from quinoa cereals.

The range of soya has also grown, in keeping with these trends. Soya products, being purely vegetable, are generally regarded not only as wholesome, but an alternative for allergy sufferers. They contain no cholesterol, and can be eaten by people with high cholesterol levels.

The fast food and ready-to-cook product sectors displayed conveniently packed products for small families and singles as well as regular nutritional and sophisticated recipes and mixed dishes. Gourmet soups in