

FRANCE

Although France is cited as being one of the leading importing countries of frozen vegetables, the following factors should be noted before attempting to enter this market:

1. the importance of French/EEC domestic production;
2. similar production seasons in Canada and France/EEC;
3. the existence of substantial tariff barriers to Canadian imports; and
4. the competitive position of relatively limited non-EEC suppliers.

The following paragraphs expand on foregoing for individual products available from Canada.

PEAS:

While French imports totalled 4,122 tonnes in 1989 exports amounted to 9,772 tonnes. Of the imports 94 percent came from other EEC countries. Only non-EEC suppliers were Yugoslavia (177), China (58); Hungary (19) and Morocco (11). Canadian exports would face a tariff of 18 percent.

SWEET CORN:

During 1989, French imports totalled 3,601 tonnes and exports 8,293. Of the imports, 58 percent were sourced from other EEC countries. Non-EEC suppliers were Israel (912), Yugoslavia (553), Thailand (42) and New Zealand (11). Imports from Canada would be subject to a basic tariff of 8 percent plus a variable levy. In January, Sérétram, a subsidiary of Green Giant and the Co-op de Pau, in Landes, France announced a 60% increase in production of sweet corn to serve the growth in demand in France and other European countries. Thus, export opportunities will be reduced.

BEANS:

Total bean imports during 1989 reached 15,626 tonnes while exports amounted to 10,355 tonnes. Some 59 percent of imports came from other EEC countries. Non-EEC suppliers were Morocco (6,179), Poland (166), Yugoslavia (41) and the USA (17). Imports from Canada would face a tariff of 18 percent.

CARROTS:

Carrot imports during 1989 amounted to 10,053 tonnes and exports reached 2,930 tonnes. Of the imports, 92 percent came from other EEC countries. Non-EEC suppliers were Poland (536), Yugoslavia (227) and Sweden (44). Imports from Canada would face a tariff of 18 percent.