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# FIRST CHOICE

THE INTERNATIONAL REFERENCE

## FLAVOUR AND FLAIR

Canada's Food, Fish and Beverage Industry



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Telex: 014-47349 (Canned Goods)

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**CONNORS BROS., LIMITED**



# Ever wonder about the old English saying, "A good bit of crumpet"?

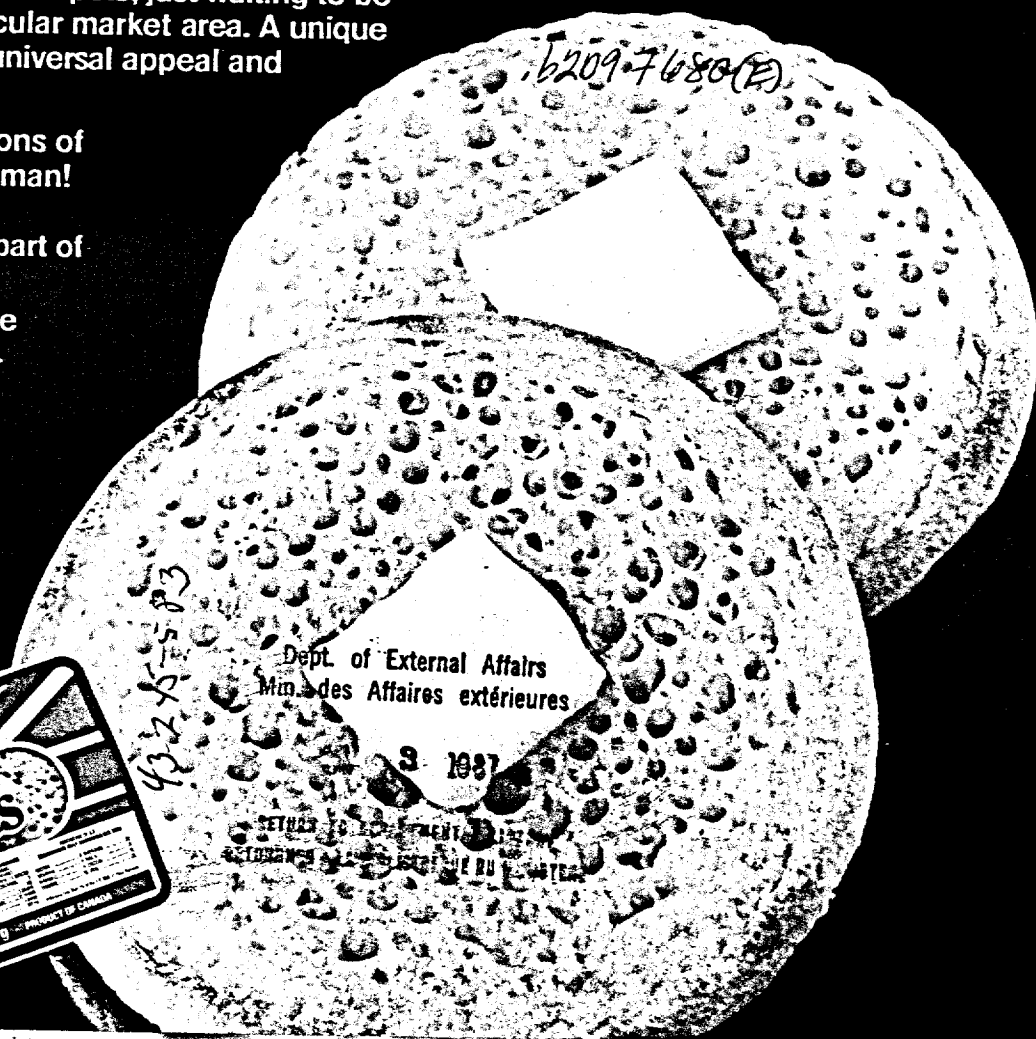
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Calgary, Alberta  
Canada T2C 1X8  
(403) 279-2501



• CANADIAN STYLE •

# Crumpets

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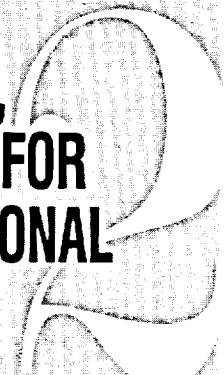
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**MESSAGE  
FROM  
THE  
HONOURABLE  
JAMES  
KELLEHER,  
MINISTER FOR  
INTERNATIONAL  
TRADE**



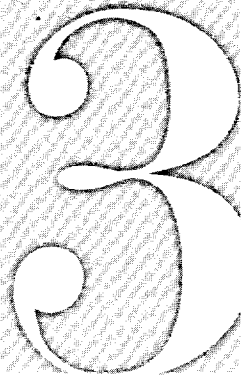
**I**t is a pleasure for me to say a few words on behalf of Canadian food exporters. Canada, as one of the world's most efficient agriculture and fish producers has many firms, large and small, involved in the production, processing and export of food products for world markets. I know you will find this publication a useful introduction to Canadian food exporting capabilities.

More and more, discriminating consumers around the world are demanding specialized and high quality food products. Canada's food exporters have risen to this challenge and today they can be proud that their products are found in more than 70 countries around the world. The variety, uniqueness and quality of Canadian food products has made Canada a world leader in food exports. This hard-won reputation is a credit to the many exporters who continue to satisfy their worldwide customers with competitive products delivered on time.

I encourage you to contact the companies featured in this publication and for more information on Canadian food exporters to contact the nearest Canadian Embassy or Consulate. The Canadian food system is eager to serve you.

*J Kelleher*

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## **FIRST CHOICE** CANADA THE INTERNATIONAL REFERENCE

**COVER CONCEPT AND REALIZATION**  
Danny Singer/Animotion® 85

**COVER**  
Photographer's interpretation of Canada's food, fish and beverage export industry.

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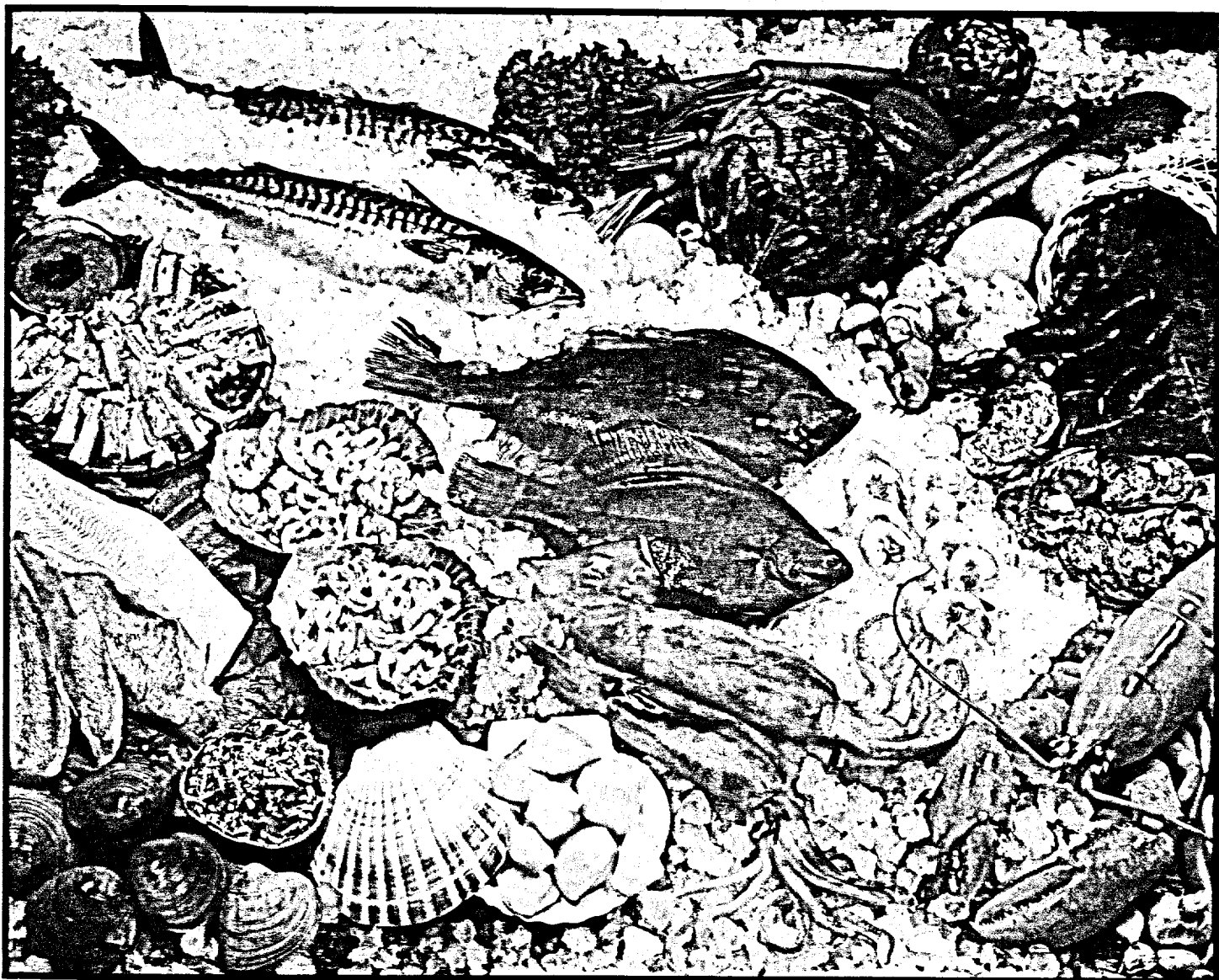
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**CANADIAN ASSOCIATION OF FISH EXPORTERS  
L'ASSOCIATION CANADIENNE DES EXPORTATEURS DE POISSON**

**#505 - 77 Metcalfe Street  
Ottawa, Ontario, Canada K1P 5L6  
Telephone (613) 232-6325  
Telex 0534556 FISHCOUNCL OTT**

**CANADIAN ASSOCIATION OF FISH EXPORTERS  
L'ASSOCIATION CANADIENNE DES EXPORTATEURS DE POISSON**

The members of the Canadian Association of Fish Exporters listed below represent most of the total production in Atlantic Canada and within the membership can supply the full spectrum of species and seafood products.

It is the objective of the association to assist in the continuing expansion of products and markets of its member companies around the globe. In addition to the variety and abundance of seafood products they supply, C.A.F.E. members are able to ensure through their own strict quality control procedures and through the stringent inspection service provided by the Department of Fisheries and Oceans of Canada's Federal Government, the high standards of consistent quality demanded by both Canadian consumers and the international marketplace.

Inquiries for further information about C.A.F.E., its member companies and Atlantic fish and seafood available for export will be welcomed.

# SPECIES



## Groundfish

Catfish, Atlantic Wolffish (*Anarhichas lupus*)  
Cod, Atlantic (*Gadus morhua*)  
Cusk (*Brosme brosme*)  
Haddock (*Melanogrammus aeglefinus*)  
Hake, White (*Urophycis tenuis*)  
Hake, Silver (*Merluccius Bilinearis*)  
Halibut, Atlantic (*Hippoglossus hippoglossus*)  
Plaice, American (*Hippoglossoides platessoides*)  
Pollock (*Pollachius virens*)  
Redfish, Ocean Perch (*Sebastes marinus*)  
Turbot, Greenland Halibut (*Reinhardtius hippoglossoides*)  
Winter Flounder (*Pseudopleuronectes americanus*)  
Witch Flounder (*Glyptocephalus cynoglossus*)  
Yellowtail Flounder (*Limanda ferruginea*)

## Shellfish

Clam (*Mya arenaria*, *Spisula solidissima*)  
Crab, Queen or Snow (*Chionoecetes opilio*)  
Crab, Rock (*Cancer irroratus*)  
Lobster, American (*Homarus americanus*)  
Mussel, Common Edible Blue (*Mytilus edulis*)  
Oyster, American (*Crassostrea virginica*)  
Scallop, Sea (*Placopecten magellanicus*)  
Shrimp (*Pandalus borealis*)  
Irish Moss (*Chondus crispus*)  
Dulse (*Rhodomenia, palmata*)

## Pelagics

Argentine, Atlantic (*Argentina silus*)  
Dogfish, Spiny (*Squalus acanthias*)  
Eel, American (*Anguilla rostrata*)  
Gaspereau, Alewives (*Alosa pseudoharengus*)  
Herring, Atlantic (*Clupea harengus harengus*)  
Mackerel, Atlantic (*Scomber scombrus*)  
Salmon, Atlantic (*Salmo salar*)  
Shad, American (*Alosa sapidissima*)  
Skate, Thorny (*Raja radiata*)  
Smelt, American (*Osmerus mordax*)  
Sturgeon, American Atlantic (*Acipenser oxyrinchus*)  
Swordfish (*Xiphias gladius*)  
Trout, Rainbow (*Salmo gairdneri*)  
Tuna, Bluefin (*Thunnus Thynnus*)



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# MESSAGE FROM THE CANADIAN FOOD PROCESSORS ASSOCIATION



*Douglas J.R. Lisle  
President*



*Saul Stolovitch  
Director, Export Services  
CFPA International*

**T**he Canadian Food Processors Association (CFPA) represents firms engaged in the manufacture of fruit, vegetable and other processed food products, and those supplying goods and services to the food processing industry.

With annual sales of over three billion dollars, the sector represented by the Association ranks third in Canada's thirty-five billion dollar food and beverage industry.

Association members use a variety of thermal processing, freezing and packaging technologies to produce a broad range of shelf-stable food products for consumer and institutional use.

Many of the CFPA members' plants are located in close proximity to the main centres of horticultural crop production in Canada — in the provinces of British Columbia, Ontario, Quebec, New Brunswick and Nova Scotia — to ensure that individual commodities are harvested and processed at the peak of freshness and flavour.

Rigid quality assurance, quality control, and government inspection programs ensure that Canadian processed foods meet the most demanding criteria. Canada Choice and Canada Fancy grade designations are applied only to products that meet corporate and government standards.

Recognizing the potential for growth in satisfying world demand for such products, the Canadian Food Processors Association recently formed CFPA International, a division responsible for co-ordinating export development, export market research, and trade show participation on behalf of Association members.

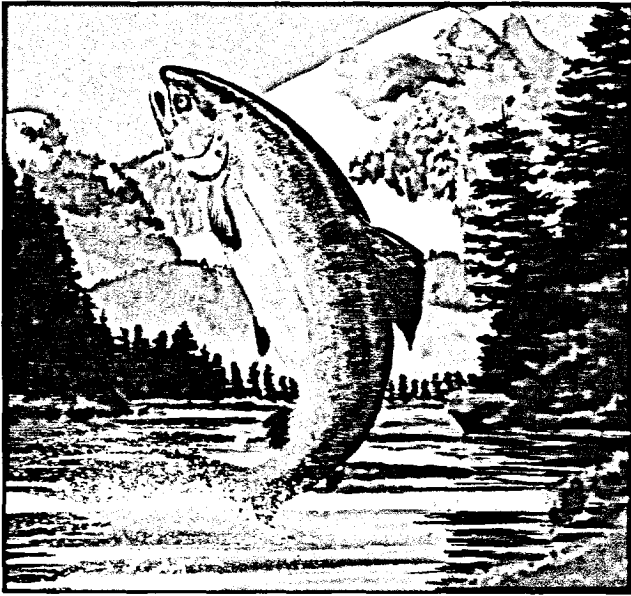
CFPA members, who are currently exporting to over eighty countries, have acquired a wealth of experience in supplying international market requirements. Processed products and commodities available for export cover a wide array of items within the fruit and vegetable categories. These include canned and frozen fruits and vegetables; juices and drinks; jams, jellies and marmalades; condiments, sauces and dressings; soups, stews and sandwich, snack or meat spreads; pickles and relishes; infant and junior foods; formulated foods; and other foods and beverages within this category.

The Canadian Food Processors Association and the Canadian Food Processors Association International are pleased to join with the Government of Canada and First Choice Canada in introducing you to a representative selection of the companies and products of the Canadian processed food industry.

Bon Appetit!

A handwritten signature in dark ink, appearing to read "Douglas J.R. Lisle".

A handwritten signature in dark ink, appearing to read "Saul Stolovitch".



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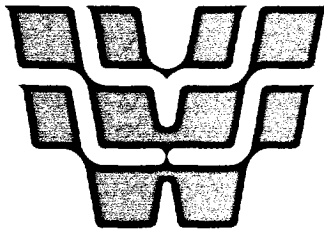
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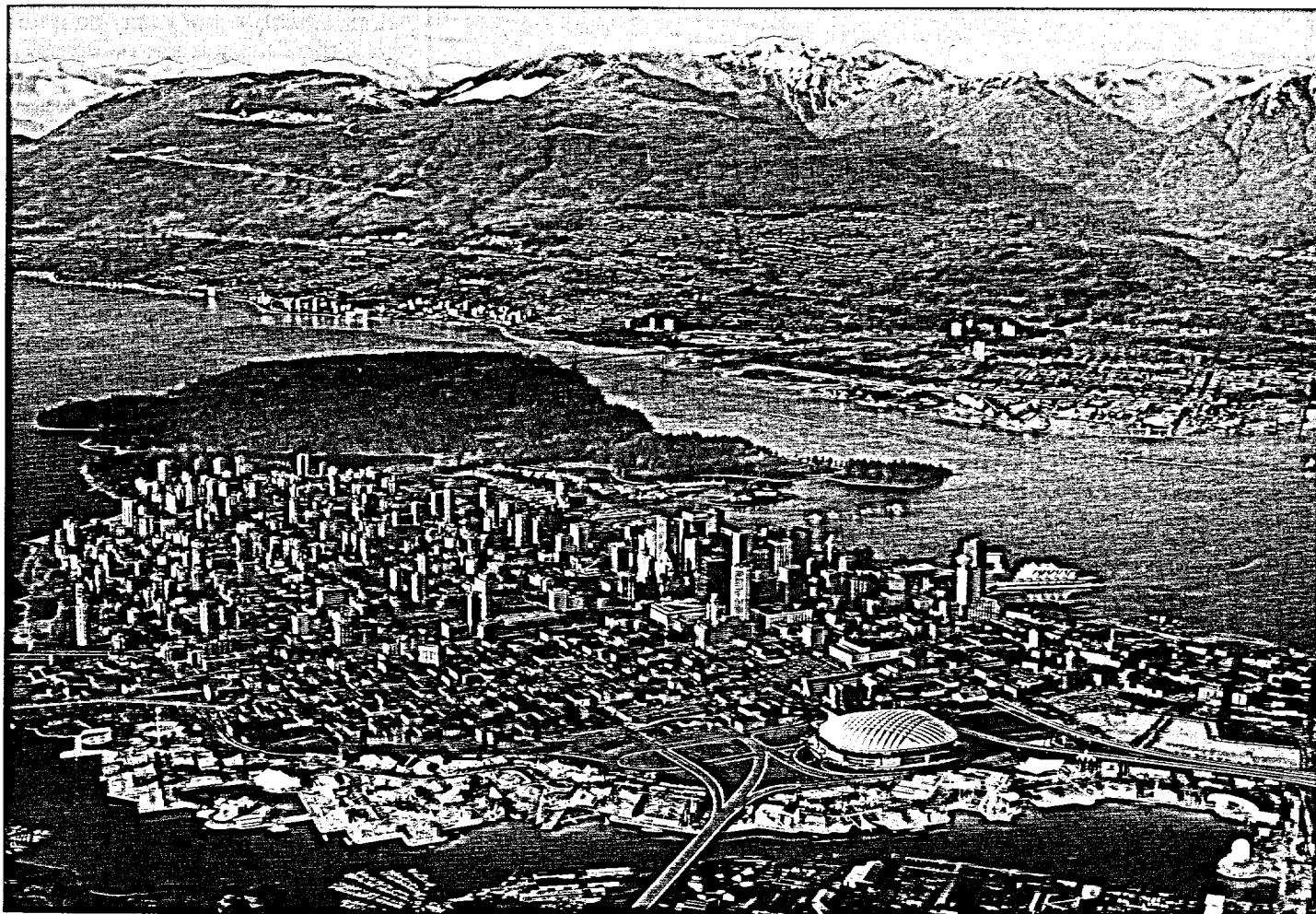
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# Food Pacific '86

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### Perfect Timing— Perfect Place.

Vancouver, British Columbia, is Canada's gateway to the food market of the Pacific Rim, the fastest growing economic region in the world. The largest deep-sea port on the west coast of North America, and an important centre for Pacific Rim trade and business, Vancouver will provide the perfect site and setting for Food Pacific '86, Canada's International Trade Show on Food.

Concurrent to EXPO 86—the largest World Exposition since Expo 67 in Montreal—Food Pacific '86 will take place at the domed B.C. Place Stadium, right in the heart of Vancouver.

### Unparalleled Opportunity.

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facturers, processors and food service suppliers are expected to participate at Food Pacific '86, attracting in excess of 25,000 visitors representing key buyers from all sectors of the international food and beverage market.

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Held in co-operation with the Government of Canada, the Governments of Canadian Provinces and major Canadian Trade Associations, Food Pacific '86 is backed by a team of marketing professionals and seasoned trade show

organizers. The show is hosted by the Minister of Agriculture and Food for British Columbia, the Honourable Harvey W. Schroeder, and has the financial support of the Government of British Columbia.

### Plan Ahead.

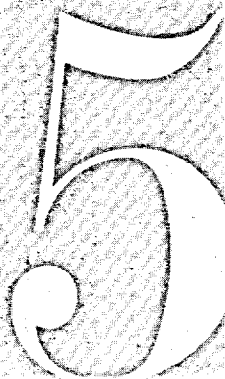
Now is the time to act. Send today for more information and a detailed Food Pacific '86 brochure. Mail the coupon below to:



Food Pacific '86, British Columbia Food Exhibitions Ltd., Box 29, 677 Humboldt Street, Victoria, B.C., Canada V8W 1A6 • Or Telex, AGRIFO VIC 0497443 • Telephone (604) 385-3421.

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# CANADA'S FOOD, FISH AND BEVERAGE INDUSTRY



**T**he Canadian fishing industry The Canadian fishery consists of Atlantic, Pacific and freshwater sectors which are distinct from one another in size and organization as well as in species caught, technology employed, products sold and markets served. Together, in 1984, they accounted for a landed value of over \$865 million and a product value of \$2.11 billion. Of this, 80 per cent (nearly \$1.5 billion) was exported, making Canada the world's leading exporter of fishery products for the seventh consecutive year in terms of value. Of this export volume, 61 per cent went to the United States, 13 per cent to the European Economic Community, 10 per cent to Japan and the balance to other countries. The fishing industry is in majority owned and controlled by Canadians. In several instances, Canadian companies have established sales offices and even processing subsidiaries abroad.

## The Atlantic fishery

The major East Coast species, both in tonnage and value, is cod. 1984 landings are given on the chart included here.

These quantities, particularly of cod, are expected to increase substantially over the next few years and, as they do so will improve the ability of Canada to serve new markets. Canada's East Coast fleet consists of about 150 large trawlers (over 30 metres in length) that operate year round and more than 30,000 smaller vessels that conduct a seasonal inshore or midshore fishery.

The processing industry is characterized by a few large plants which operate year round and about 600 small plants (270 freezing plants and an equal number of curing plants and canneries) distributed along the coastline and generally seasonal in operation, processing

the landings by the inshore fishermen of the immediate area. There are over 45,000 registered fishermen and 15 000 plant workers (full- and part-time) employed by the Atlantic fishery. For many communities, the fishery is the only employer. Between 10 and 12 per cent of the value added by all the manufacturing and processing industries of the Atlantic region comes from the fishery.

The processing operations are technologically sophisticated and there are an increasing number of secondary processors or manufacturers of fish-based consumer products developing products for the export market.



## The Pacific fishery

Salmon is the mainstay of British Columbia fishery, whereas groundfish, which dominates the East Coast fishery, is a relatively minor factor on the Pacific Coast. Herring, mainly for roe extraction, is the second major product of the West Coast fishery.

In 1984, total landings were 165,950 tonnes (30.7 per cent salmon) with a product value in excess of \$240 million.

The processing industry consists of a dozen main companies, one of them a co-operative, and a number of smaller firms operating over 100

Species	Thousands of Metric Tonnes	Landed Value (\$ millions)
Cod	463	169
Other groundfish	255	91
Herring	125	19
Mackerel	16	3.8
Other finfish	49	18
Scallops	35	56
Squid	.35	.12
Lobster	38	148
Other shellfish	63	72

plants. Canning is much more common as a processing operation than on the East Coast. However, freezing, smoking and roe extraction operations are also widely distributed and, in 1984, there were seven groundfish plants producing mainly frozen fillets and blocks. Export markets for salmon are principally France, the United Kingdom, Sweden, Japan, Australia and New Zealand.

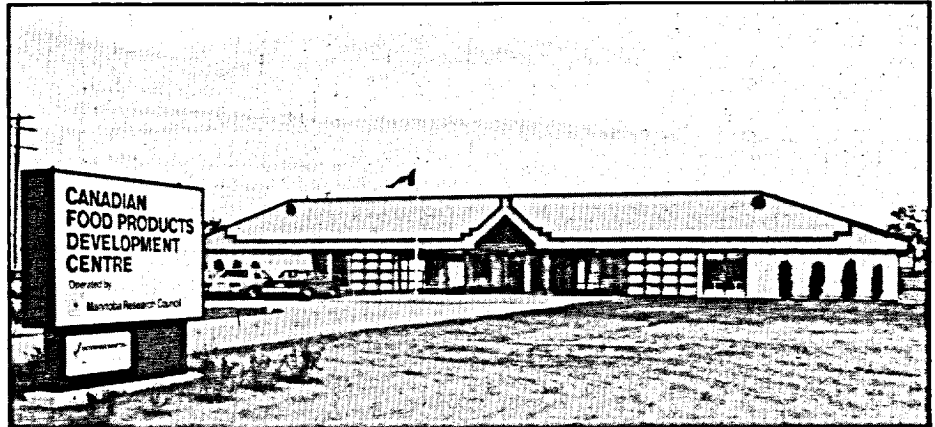
### Freshwater fishery

Canada's freshwater fisheries are mainly concentrated around the Great Lakes and in Central Canada. These resources have become the base for a flourishing freshwater fishery sector that employs 3,000 fishermen. In 1984, landings of the freshwater fishery totalled 46,000 tonnes with a landed value of \$48 million. The United States is the major export market for Canada's freshwater species (\$30 million in 1984), followed by the European Economic Community and Japan.

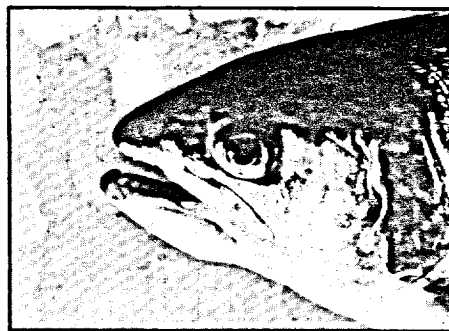
### The Canadian food processing industry

Processed foods present an amazing number of advantages. Consider unprocessed foods and their processed counterparts: compare fresh milk, the unprocessed food versus the processed forms of skim milk, yogurt, ice cream, cheese, dried milk and butter; or dried beans as opposed to canned products such as pork and beans; or flour as opposed to bread and pasta.

Processing provides new foods and adds variety to our diet. Processing stabilizes foods, retards spoilage and provides a long shelf life so that perishable foods can be enjoyed in all seasons and in all areas. Processing also provides foods in more convenient forms for consumers to use in kitchen preparation. Our changing lifestyles require that food be convenient, with less labour involved in preparation. Finally, processing can eliminate contaminants such as pesticides and microbial toxins.



The Canadian Food Products Development Centre, Portage la Prairie, Manitoba



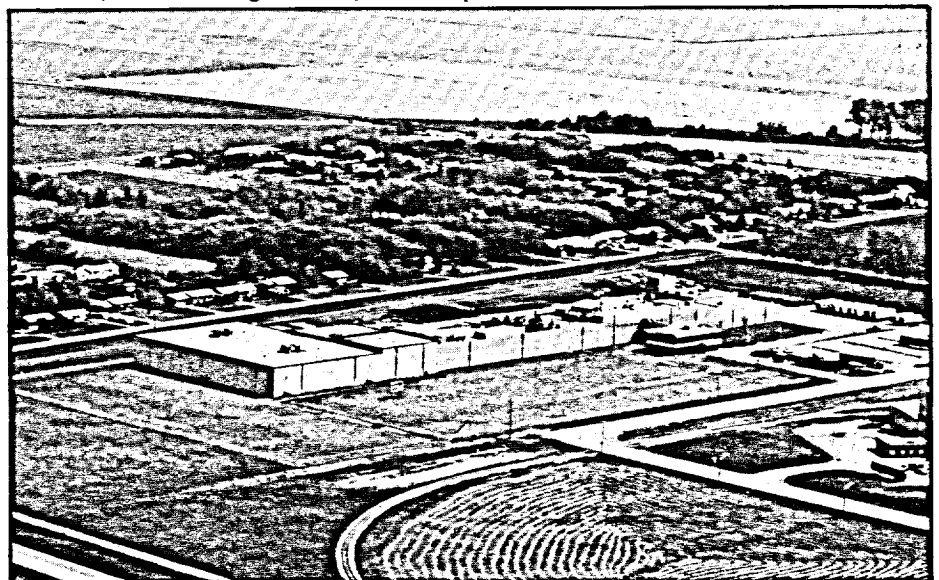
Food processing accounts for about 14 per cent of total Canadian manufacturing. More than 200,000 people are directly employed in the industry, Canada's largest manufacturing sector.

Canadian food processors are located near the country's richest farm lands and most productive dairy and livestock farms.

The fruit and vegetable industry

represents an important part of both the agricultural and food distribution sectors of the economy. Over 30 fruit and vegetable crops are grown commercially in Canada. Commercial apple orchards are found in Nova Scotia, New Brunswick, Southern Quebec, much of Ontario, and in the interior of British Columbia, particularly in the Okanagan Valley. Tender tree fruits — pears, peaches, cherries, plums — are also grown in Ontario, with the most important commercial operations located in the Niagara Peninsula and in Essex County. These fruits, as well as apricots, are also grown on a large scale in the southern Okanagan Valley. In each of these areas, produce is processed into a wide variety of forms at peak freshness. Strawberries and raspberries are cultivated commercially in the

McCain's \$14 million Portage la Prairie, Manitoba plant.



Maritime provinces, Quebec, Ontario and British Columbia. Grapes are grown in the Niagara district of Ontario and on a smaller scale in British Columbia. The native blueberry is found wild over large areas in Canada and is harvested in commercial quantities in the Maritimes, Quebec and Ontario. A cultivated crop is grown in British Columbia. Commercial cranberry operations are located in Newfoundland, Prince Edward Island, Nova Scotia and Prince Edward Island.

In terms of production and value, potatoes are the most important vegetable produced in Canada. The Maritime provinces comprise the major growing region in the country. Each year a significant volume of the potato crop is processed into chips, flakes and French fries. The processing industry is closely linked with marketing Canadian-grown fruits and vegetables. Canning is the most common method



and peas, corn, beans and tomatoes are the main vegetables processed. Many are grown by farmers under contract to processors. Honey is produced commercially in all provinces except Newfoundland. Alberta is consistently the largest producer followed by Manitoba, Saskatchewan and Quebec.



To insure raw product supply, Cavendish Farms maintains their own farming operations.

Canadian processors buy huge quantities of honey and pasteurize it to facilitate storage, shipment and uniformity of quality.

Maple syrup is produced commercially in Nova Scotia, New Brunswick, Quebec and Ontario. The bulk of the crop comes from the Eastern Townships in Quebec, famous as the centre of the Canadian maple products industry. Virtually all maple exports go to the United States, the largest proportion as syrup.

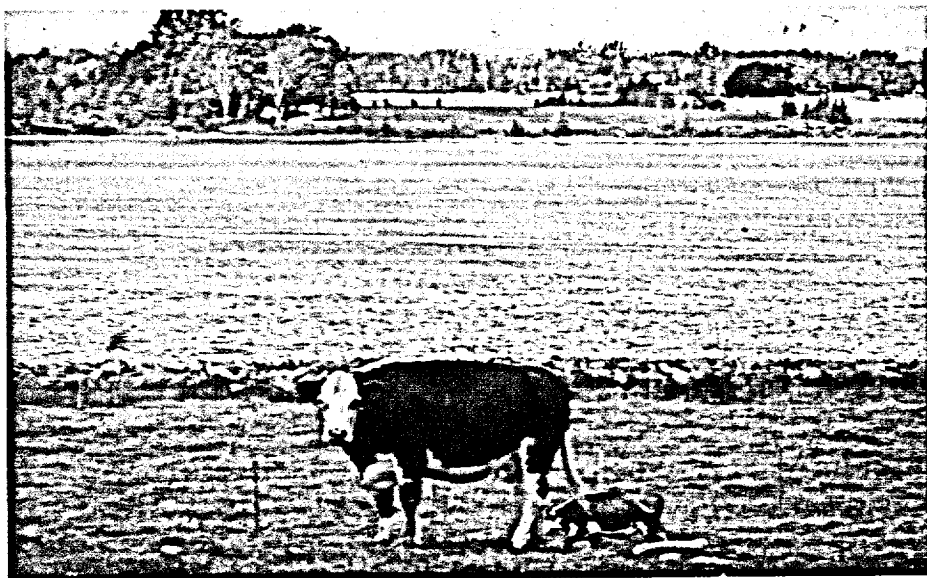
Meat processing is Canada's fourth largest manufacturing industry and Canadian livestock producers located in all regions supply the meat packing industry with high-yielding cattle, hogs and lambs. Roughly two-thirds of Canadian beef originates in the western provinces, while the eastern provinces produce the bulk of total pork production in the country. Canadian meat packers and processors ensure consistently

high quality products and meet the needs of an expanding world market.

**The Canadian beverage industry**  
The Canadian beverage industry — including breweries, wineries and distillers — is steadily gaining worldwide recognition for a wide range of innovative, quality products which cater to extremely varied markets. Canadian brewery and distillery products have already



gained significant markets worldwide and Canadian wines are becoming increasingly popular on the international marketplace. The Canadian food, fish and beverage industry is a dynamic, ultra-modern and forward-looking sector, it caters to the world's tastes. ■





## **H**ow would you characterize the Canadian food industry?

The Canadian food industry is one of our key industrial sectors, accounting for about 15 per cent of all goods produced in Canada, and employing more than five per cent of the Canadian labor force. Our food production, and processing sector is one of the most sophisticated in the world with modern and efficient plants employing some of the most up to date technology. It is an industry whose capacity greatly exceeds domestic requirements. We must export to survive and therefore our food industry has to be internationally competitive.

## **What are Canada's main agriculture and food exports?**

As you are probably aware, Canada is the world's largest exporter of fish and fish products. We are the world's second largest exporter of grains and oilseeds. Other major exports include processed food products, livestock (such as purebred dairy cattle), fruits and vegetables. More specifically, they are as follows:

- Processed foods, including canned and frozen fruits and vegetables, dairy products, bakery and confectionery goods, make up 19 per cent of our food exports;
- Fish and fish products account for 11.7 per cent of exports;
- About 14.7 per cent of our exports are in livestock and livestock products;
- Fruit and vegetables make up three per cent of our exports;
- Grains and oilseeds are of course our largest export accounting for more than 50 per cent of food exports.

## **What kind of support does the Canadian Government offer to importers of Canadian products?**

The Department of External Affairs has more than 400 trade commissioners stationed in 120 embassies and consulates around the world. These officers and their staff are in constant touch with potential Canadian food suppliers and they can provide potential importers with full details on

availability of Canadian food products. Through these same offices we are continually organizing marketing missions and trade shows to introduce local importers and consumers to Canadian exporters and their products. Our trade commissioners can also assist buyers wishing to visit Canada and organize meetings with potential food suppliers in all parts of Canada.

## **INTERVIEW WITH THE HONOURABLE JAMES KELLEHER, CANADA'S MINISTER FOR INTERNATIONAL TRADE**



The trade commissioners are only a telephone or telex away from specialists in Canada who are in regular contact with companies and producers in this sector and maintain comprehensive sourcing lists for all goods and services in the food sector. They also have quick access to companies using new process and production technology to produce new and improved food products.

**What are Canada's priority markets for future development?**

Well, of course all markets are important and we wouldn't want to limit ourselves to any particular ones. So you could say that in principle, our market strategy is to be competitive in all markets for food products. But there are naturally some markets that warrant closer attention than others. For example, the United States remains generally speaking our largest and fastest growing market, accounting for 55 per cent of our food exports. The Pacific Rim countries - in particular Japan, South Korea and the People's Republic of China — show great promise. Other significant markets for Canadian food products include all of Europe, Algeria, Mexico, the Caribbean and some Middle East Countries.

**What are the key factors in meeting the needs of Canada's food markets abroad?**

Canada has a very solid quality image which we have successfully built on to penetrate international markets effectively. In fact, pursuing export markets has become a must for many segments of the food industry. It is generally conceded that, apart from some degree of import replacement, there is only limited growth in the Canadian market. The greatest potential for expansion is into the export markets. As we see it, there are three essential ingredients for export growth: access to markets;

international competitiveness and effective international marketing. Within External Affairs our trade development work aims to ensure an effective mix of these ingredients in the food sector. We work very closely with other government agencies and the private sector to improve productivity, resolve trading problems, and provide information on market potential.

Obviously, the driving force and ultimately the success of any export initiative from Canada is the private sector. In a private enterprise economy like ours, it is entrepreneurs, not governments, who export. Governments are there purely as a facilitator of trade, offering counselling and support services to the private sector. It is the private company which must make the commitment and take the ultimate risk of trying to win a share of an export market. Therefore, I would say that the key to expanding Canada's food exports is for private Canadian companies in all sectors of the food industry to take a close look at the many potential opportunities that

exist and develop strategic approaches that can effectively meet the challenge. I am encouraged in this respect by the private sector initiative in producing this publication to demonstrate to foreign customers Canadian capabilities in the food sector.

**Given the increasingly tough competition for export markets, what advantages do Canadian food products offer international buyers?**

There is an image abroad of Canada as a land of clean air, fertile soil, vast water resources and open spaces. That positive picture of the country reflects on its products. Therefore, the tendency is to think that of course the produce from such a bountiful land is bound to be of superior quality. Personally, I think it's an accurate impression. Canada has earned a hard-won reputation for the high standards it demands in its food products. Our international customers want to know that when they buy Canadian they are buying the best. ■





**F**ew fishing areas of the world can offer the diversity of species and products as the oceans of the Atlantic provinces of Canada. The area and its processors can offer groundfish, such as cod, pollock, redfish, turbot and flounders; pelagic species such as herring and mackerel; shellfish such as scallops, lobster, crabs, and shrimp; as well as other species such as Blue Fin tuna, squid, eels, or Atlantic salmon. From this range of species, the industry has developed along with the traditional salted, dried and barrelled products, a complete range of fresh and frozen products. The industry can supply round, H & G, fillets and fillet blocks of most species, specialty products such as live lobster or fish roes, and finished consumer dishes such as fish sticks, fillets in sauce, canned and smoked products. Of course, fish meal and oil are also available as by-products of food processing operations.

#### **Atlantic groundfish**

Groundfish are so-called because they generally feed and dwell near the bottom, or "ground" of the sea. They make up approximately half of Atlantic Canada's total catch of all saltwater species. The relatively shallow waters of the continental shelf provide an ideal habitat for fish. Canada's Atlantic shelf, especially its shallowest portions, the renowned Grand, Georges and other fishing banks, provides some of the richest pastures of the sea for breeding and feeding aquatic life.

Warm waters of the northerly flowing Gulf Stream mingling with the frigid Labrador Current create conditions particularly conducive to sustaining large populations of cod, flatfish, haddock and other groundfish species.

Northwest Atlantic fishing banks are very large — the Grand Banks alone cover 280,000 square kilometres — and extend seaward as much as 500 kilometres from the coast, although most lie within the

200-mile zone set by Canada in 1977 as its exclusive fisheries management area.

Groundfish species dominate the seafood markets of the western world and are the principal stocks pursued by fishing fleets in the northwest Atlantic. Offshore fisheries are conducted mainly by large trawlers, some equipped with freezing and processing facilities, as well as small draggers and longliners. Trawlers and draggers use otter trawl nets "dragged" behind them to catch the fish.

Longliners lay out lines of hooked gear. Much groundfish fishing is also carried on by inshore craft using gear set near or from the shore. Small boats of the inshore fleet use gillnets, trapnets, handlines and longlines to harvest their share of the catch which is delivered within hours to processing plants.

In relative order of landed values in 1984, the principal groundfish species are: cod, flatfishes, haddock, redfish, halibut, pollock, hake and turbot.

#### **Atlantic cod**

From the beginning of the fishery in the early 16th century to today, the sovereignty of cod fish has

remained unshaken among the ground fish species on the Atlantic coast.

The most notable characteristics of cod are their heavy body with three dorsal and two anal fins, an almost square tail and the pale lateral line running along each side of the body from the head to the tail. The large head has a protruding upper jaw and there is a prominent, fleshy "whisker" or barbel under the lower jaw.

Cod vary in colour from shades of gray, green, brown or red depending on the habitat and, over a period of time, are capable of changing colour to match their surroundings. The back and sides are specked with many brownish to reddish spots.

Cod feed voraciously on almost all types of sea life. The young feed upon small planktonic animals, and tiny shrimp-like animals. As they grow older, they consume quantities of small crustaceans and molluscs as well as capelin and herring. The average weight of a mature cod taken in the commercial catch is about 2.3 kg.

Although they usually stay close to the sea bottom, cod may be found anywhere from the surface to depths of 460 m. Cod move in

## CANADA'S ATLANTIC FISHERIES



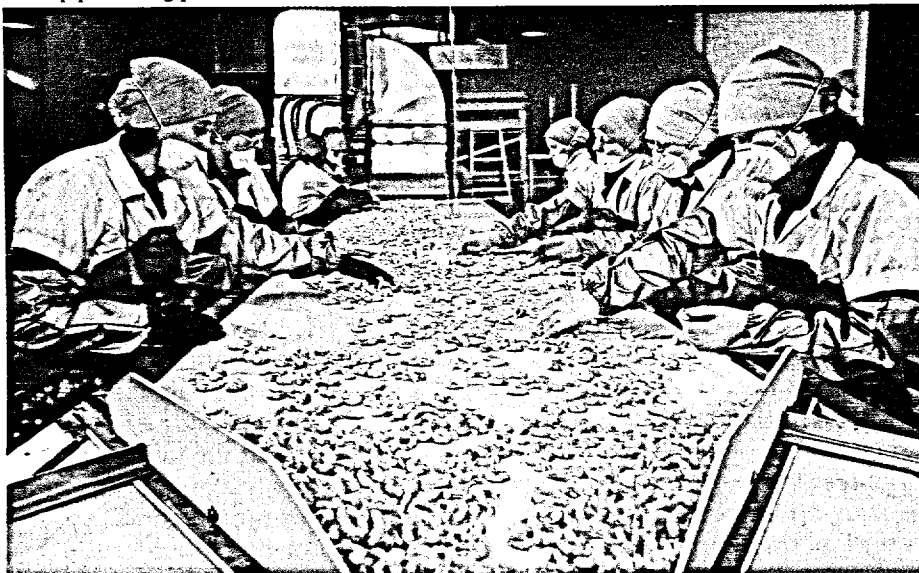
schools from deeper to shallower waters in seasonal cycles triggered by temperature, food, and spawning behaviour.

In the northwest Atlantic, cod range from western Greenland south to Cape Hatteras, North Carolina, and are particularly abundant in the Canadian part of this range. While they are caught very close to the shoreline along the entire Canadian coast, the most productive fishing areas are the offshore banks.

### Flatfish

Four commercially important species of flatfish are found along Canada's east coast. American plaice, yellowtail, gray sole and winter flounder are marketed as flounder and sole and collectively make up the most important Atlantic groundfish catch after cod. American plaice, the most common of the four flatfish species, is the most important from a commercial standpoint. Plaice are marketed fresh or frozen, mainly in the fillet form.

Shrimp processing plant.



One of the most important populations of the species, the northern cod stock off eastern Newfoundland and Labrador, is the mainstay of Newfoundland's inshore fishery and also offshore trawlers.

Fishermen harvest cod with longlines, pair trawls, seines, handlines, jiggers, traps and gillnets.

Cod are sold fresh, salted or smoked. The bulk of the catch goes into the production of the frozen fillets and frozen fillet blocks used in the production of fish sticks and fish portions. However, cod are increasingly going into fresh market or value-added products.

Yellowtail flounder, commonly known simply as yellowtail, are marketed primarily as frozen fillets of flounder but are also available as fresh whole fish or fillets. Gray sole, also commonly called witch flounder, are principally marketed as fresh or frozen fillets of sole as is the winter flounder catch.

### Atlantic pelagic and other finfish

Fish that range through the water column are known as "pelagic" species. They feed mainly in surface or middle depth waters and travel mostly in large schools. Best known of the pelagic populations of Canada's Atlantic coast are herring. Other species, in order of importance of landed values in 1984 are: Atlantic salmon, capelin, mackerel, and tuna. Some

fish, notably the salmon, smelt and gaspereau, migrate from fresh-water to the sea and back again for spawning. Eels migrate in the opposite direction, spawning in salt water but entering freshwater to feed.

Pelagic are caught both in inshore and offshore waters, principally with midwater trawls, purse seines, gillnets, traps and weirs.

### Herring

Herring is a major component of Atlantic Canada's annual fisheries catch. They are found all along the northwest Atlantic coast from Cape Hatteras to Hudson Strait. Herring fishing areas in Canadian waters include the Bay of Fundy, Chedabucto Bay, Nova Scotia, the Gulf of St. Lawrence, and along the northeast and south coasts of Newfoundland.

Atlantic herring have a streamlined body which is steel-blue or greenish-blue on the back with green reflections. The sides and belly are silvery.

Herring may attain a length of 43 cm and a weight of .68 kg. However, average-sized herring in the catch weigh only about .23 kg. Weirs and purse seines are the principal methods of fishing in the Bay of Fundy sardine fishery, which is based on immature herring. Weirs operate during the spring and summer months and purse seines account for a considerable portion of the catch in all seasons.

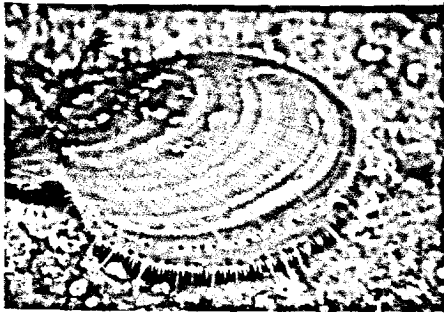
The gillnet is the major gear used in the spring spawning herring fishery of the Chaleur Bay, Northumberland Strait and Magdalen Islands. Traps are also important in some areas. The purse seine is the major fishing gear in the herring fisheries off the Atlantic coast of Nova Scotia. Herring are processed and marketed in various forms. About half of the catch is marketed fresh or as frozen whole dressed fish and fillets, one-quarter is cured, including salted and vinegar-cured,

and the rest is either canned, mainly as sardines, kippered snacks and fillets, or used for fish meal and oil.

### Atlantic shellfish

Shellfish are aquatic animals which lack a backbone and whose soft bodies are usually enclosed in a protective outer shell. Some of them such as lobsters and crabs are covered with a hard but jointed and flexible shell and are classed as crustaceans. Others like oysters and clams are called molluscs. A few molluscs such as octopus and squid do not have the outer shell but instead have a remnant of it inside their bodies.

Shellfish are among the most popular of all seafood species and though harvests are limited in quantity, they contribute significantly to incomes of fishermen, processors and distributors. Canada's Atlantic shellfish generate approximately half of fishermen's total income from the fisheries although they make up less than one-fifth of total landings.



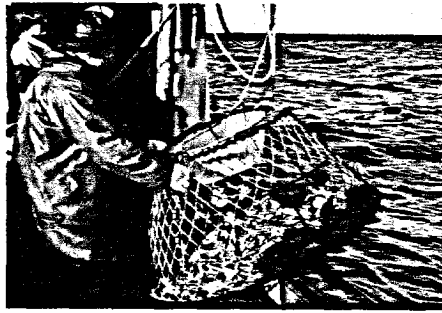
Sea scallop.

Major Canadian Atlantic shellfish, in order of landed values in 1984 are: lobsters, scallops, snow crab, shrimps, clams, oysters and squid.

### Lobster

So-called American lobsters, widely acclaimed for their delicious meat, are truly kings of Canadian shellfish.

The shell is often speckled with dark spots and varies in colour with the area of habitat, ranging from greenish blue to reddish



Newfoundland snow crab fishery.

brown. Lobsters are great scavengers and live chiefly on smaller fish and immobile or slow-moving invertebrates such as mussels, sea urchins and crabs which inhabit the sea bottom. Lobsters in the commercial catch generally range in length from 18 to 30 cm and in weight from .23 to .91 kg. Giant lobsters can exceed 20 kg.

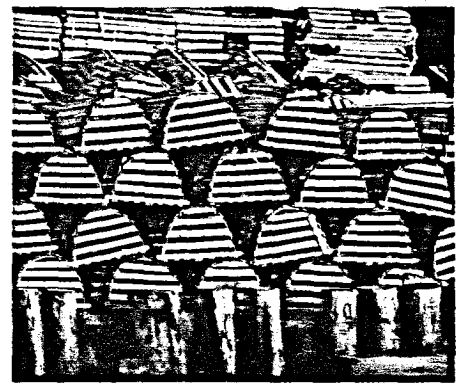
Lobsters are found all along the North American east coast from Labrador to the state of North Carolina. They are most abundant in the central part of this range, and the inshore waters of Canada's Atlantic provinces provide the greatest supply of lobsters to be found anywhere in North America. A sizeable offshore population also exists off the southwestern coast of Nova Scotia and on Georges Bank. Licensed Canadian fishermen harvest inshore lobsters during the open season in their area, usually during the early summer months, although the open season in certain regions of New Brunswick and Nova Scotia is from November to June or July. They use small boats to fish with baited, wooden-frame traps or pots which are weighted and lowered to the sea bottom.

There is also a small fleet of offshore lobster vessels. They use oversize traps because of the larger lobsters and are not permitted to fish closer than 80 km from shore.

More than half of the annual lobster catch is shipped live to markets in other parts of Canada, the United States, Europe and, recently, Japan. The remainder is sold as fresh-cooked, frozen or canned lobster meat.

### Atlantic snow crab

Atlantic snow crab are crustaceans and belong to the family of spider crabs. Canadian fishermen originally marketed this species under the trade name of queen crab. The Canadian fishery for these shellfish began in 1967 after exploratory fishing efforts found abundant stocks in the Gulf of St-Lawrence. Since that time, the fishery has developed very rapidly and snow crabs rank with lobster and salmon among Atlantic Canada's top taste treats in fishery products.



Lobster traps.

A gourmet food item, snow crab meat is marketed in the United States, Europe and other world markets as cooked frozen meat and canned meat.

### Atlantic oyster

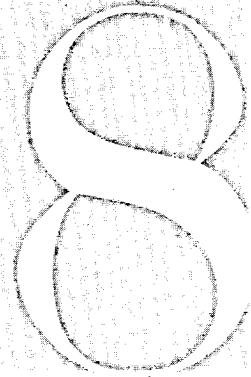
Variouly referred to as American oysters, eastern oysters, and Atlantic oysters, oysters in the Canadian commercial catch range in length from eight to 25 cm. Taken from natural beds and leased areas operated as oyster farms, the Atlantic oyster catch is primarily marketed fresh in the shell.

Canada's Atlantic fisheries provide an extremely wide range of quality products enjoyed around the world. ■

## ATLANTIC SPECIES CHART

Species	Characteristics	Product Forms
<b>GROUND FISH</b>		
Atlantic cod	lean, white-fleshed, flaky, mild-flavoured	fresh: whole, steaks, fillets frozen: whole, fillets, I.Q.F., blocks smoked: whole, fillets, bits cured: salted, dried, in brine secondary products: sticks, portions, prepared dishes canned: flakes, fillets, as chicken haddie and roe cod livers, cod liver oil
Haddock	lean, soft-fleshed, excellent for smoking	fresh: all forms frozen: whole, fillets, I.Q.F., blocks secondary products: sticks, portions canned and cured
Redfish	medium fat fish, bright red, firm skin	fresh: whole fillets frozen: fillets, I.Q.F., blocks secondary products: sticks, portions, etc.
Flatfishes	flat flounder body, white underside, forked tails on larger flatfish, rounded tails on smaller species	fresh: all forms frozen: whole, fillets, I.Q.F., blocks canned: some species
Turbot (Greenland halibut)	fat fish, flesh densely muscled giving it a texture different from true halibuts	fresh: all forms frozen: fillets, I.Q.F., blocks secondary products: sticks, portions, etc.
Pollock	lean fish, relatively dark flesh	fresh: whole, steaks, fillets frozen: whole, steaks, fillets, I.Q.F., blocks cured and in secondary products
Silver hake	lean fish, white-fleshed, relatively coarse	frozen: whole, fillets, blocks secondary products: sticks, portions
Red Hake	lean fish, white-fleshed	fresh: all forms frozen: fillets, blocks smoked and cured secondary products
<b>PELAGIC AND OTHER FINFISH</b>		
Herring	fat fish, very versatile	fresh: whole, fillets frozen: whole, fillets smoked: kippers cured and canned herring roe
Atlantic mackerel	fat fish, relatively oily, outer band of dark red muscle, inner portion of lighter coloured meat	fresh: whole, fillets frozen: whole, fillets smoked and canned
Atlantic salmon	fat fish, can be served in many forms	fresh: whole, steaks, sides frozen: whole, steaks smoked
Capelin	medium fat fish	frozen: blocks dried, smoked and canned capelin roe
Alewife	fat fish	frozen: whole, fillets cured
Eels	fat fish, white-fleshed	fresh frozen: blocks
Smelt	lean fish, sweet meat, soft-fleshed	fresh: whole frozen: whole, butterfly fillets, breaded
Tuna	fat dark muscle, lean to medium fat light meat	fresh: all forms frozen: all forms canned
<b>SHELLFISH</b>		
Sea scallop	lean, rich meat	fresh; frozen; with or without roe
Pink shrimp	lean meat	frozen: whole raw shell-on, whole salt-cooked shell-on, I.Q.F. canned
Snow crab	lean meat, versatile	frozen: meat and legs, claws canned; as convenience products
Rock crab	lean meat, similar to snow crab	frozen; canned in convenience products
Lobster	lean, rich meat	fresh (live) cooked frozen: whole, in brine canned: hot or cold pack

# CANADA'S PACIFIC FISHERIES



**T**he fishing industry of British Columbia, Canada's Pacific fishery, in value terms, accounts for 25 per cent of the total value of the Canadian production.

British Columbia fisheries harvest, process and market a wide variety of finfish and shellfish. In the five year period ending 1984, the total harvest, by volume, reached the 160,000 tonne mark.

As Table 1 indicates, almost 90 per cent of the harvest is comprised of salmon, groundfish and herring.

Virtually all of the herring is harvested for the roe, which is extracted in Canadian processing plants and exported.

Landed value is the term used to describe the revenue received by fishermen selling their catch. The average annual landed value was approximately \$219,213,000, about 80 per cent of which was accounted for by the salmon and roe herring fisheries.

After the catch is processed, the products are sold by the processing sector to the wholesale trade around the world. The average wholesale value of the industry's products is some \$467 million annually. As Table 3 indicates, almost 85 per cent of this revenue is derived from the sale of salmon products and herring roe.

Wild Pacific salmon is the single largest contributor to the industry, in both volume and value. There are five species of Pacific salmon, the supplies of which fluctuate in relation to their unique life cycles. Of all the fish harvested by the British Columbia industry, almost 40 per cent by volume in salmon (approximately 62,000 tonnes per year). The contribution of salmon products to the wholesale value of the entire industry is approximately \$308,000,000 annually (about 66 per cent of the total).



Pacific herring.

TABLE 1  
BRITISH COLUMBIA FISHERY  
AVERAGE ANNUAL HARVEST 1980-1984

SPECIES GROUP	VOLUME TONNE	%
SALMON	61,522	38
GROUND FISH	48,469	30
HERRING	33,221	21
SHELLFISH	9,308	6
HALIBUT	2,901	2
OTHER	4,550	3
TOTAL	159,971	100

### Species

#### Pink

On average, about 20,000 tonnes of pinks are harvested annually. Of this total, 65 per cent are caught by seine net, 25 per cent by troll (hook and line) with the balance caught by gillnet. Of all the pinks harvested, about 80 per cent are processed in the canned form, while the rest are quick frozen. On average, pink salmon contribute about 23 per cent to the wholesale value of the salmon industry.

#### Sockeye

The average annual catch is approximately 16,000 tonnes. Seine nets take half the harvest, gillnets take 40 per cent and the remainder are troll-caught. Approximately 30 per cent of the harvest is quick frozen, with 70 per cent directed to canneries. Sockeye are a high value salmon, contributing almost 34 per cent to the wholesale value of the salmon industry.

#### Chum

On average, close to 10,000 tonnes of chum are caught annually. This is essentially a net fishery with the seiners taking 55 per cent, gillnetters 44 per cent and trollers only 1 per cent. New harvesting techniques have been developed, and trolled-caught chum are becoming increasingly important to the industry. Most chum are frozen, but about 30 per cent is canned. Chum make a significant contribution to the wholesale value of the salmon industry, \$37,000,000 annually, or 12 per cent of the total.

#### Coho

Each year, on average, 9,000 tonnes of coho are harvested. Approximately 77 per cent of all coho caught are taken by hook and line and 80 per cent of all coho

TABLE 2  
BRITISH COLUMBIA FISHERY  
AVERAGE ANNUAL LANDED VALUE 1980-1984

SPECIES GROUP	LANDED VALUE	
	000's \$C	%
SALMON	137,717	62
HERRING	40,089	18
GROUND FISH	20,045	9
SHELLFISH	12,145	6
HALIBUT	8,189	4
OTHER	1,028	1
TOTAL	219,213	100



Frozen chinook salmon, frozen on board vessel.

TABLE 3  
BRITISH COLUMBIA FISHERY  
AVERAGE ANNUAL WHOLESALE VALUE 1980-1984

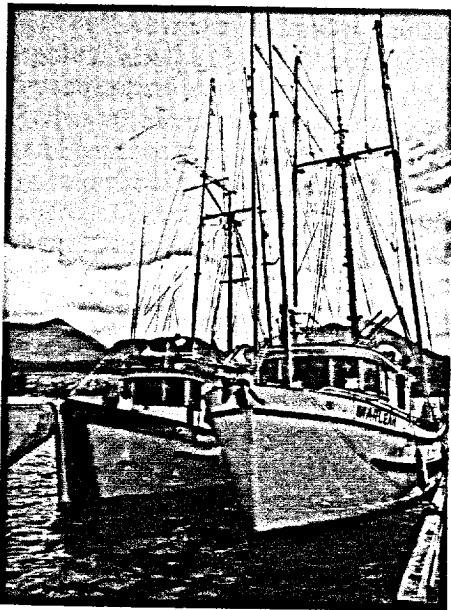
SPECIES GROUP	WHOLESALE VALUE	
	000's \$C	%
SALMON	307,731	66
HERRING	85,424	18
GROUND FISH	41,881	9
SHELLFISH	17,773	4
HALIBUT	11,163	2
OTHER	3,332	1
TOTAL	467,304	100



caught are frozen. In wholesale value terms, this species contributes about 15 per cent to the industry total.

### Spring

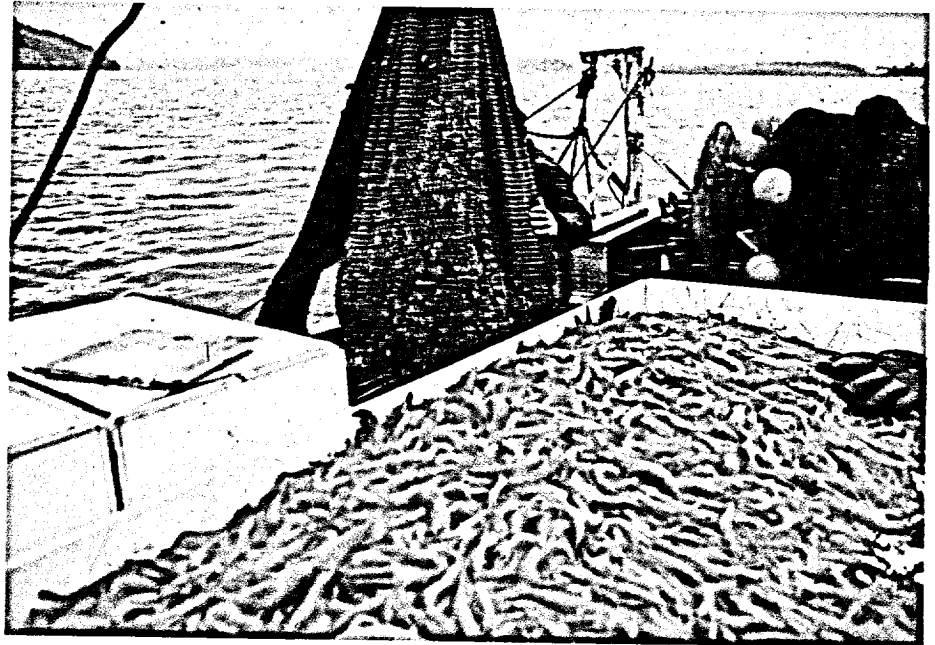
On average, 7,000 tonnes of spring are caught each year. Trollers catch 77 per cent of this total, gillnetters 12 per cent, and the balance are harvested by seiners as an incidental species. Approximately 97 per cent of the catch is quick frozen. Spring salmon contribute about \$40,000,000 to the wholesale value of the industry.



Salmon trollers.

### Pacific herring

Pacific herring is one of the most abundant of the 250 or so species of fish which inhabit the waters of Canada's west coast. Closely related to the California sardine and the American shad, the Pacific herring ranks second only to Pacific salmon in terms of commercial value to the west coast fishery. It is prized primarily for its roe, a delicacy especially sought after by the Japanese market. Timing is the crucial element in the roe fishery; the fish have to be



Shrimp fishery in British Columbia, there are a total of 85 species of prawns and shrimp off Canada's west coast.

taken at the right moment before they spawn. Fishery officers, biologists and technicians work with fishermen to make sure the herring are harvested at the right point. Opening an area to herring fishing too soon would result in too much immature roe, and a greatly decreased catch value. Opening too late would mean large numbers of spawned-out fish in the catch. Roe herring are fished in two ways. Large purse seine vessels are most effective where spawning is concentrated in geographical terms and when it lasts only a very short time.

Smaller vessels with gillnets are used in many cases, because their nets can be set very close to the actual spawning grounds. Gillnets are very effective where spawning is spread out over a long stretch of coastline and continues for several days.

At spawning time, herring carcasses are extremely lean and are of little value as food. Consequently, after the roe is removed the carcasses are made into fish meal, a common poultry feed.

An offshoot of the herring roe industry is the "spawn-on-kelp" fishery. The fish are impounded and the weed is hung in the enclosure until spawn is deposited on it. Japan is the major market for this industry sector as well. Herring are also fished for bait and for food, but only about five per cent of the catch goes for human consumption in the form of either salted, pickled, canned or fresh fish. ■

Pacific herring roe processing plant.

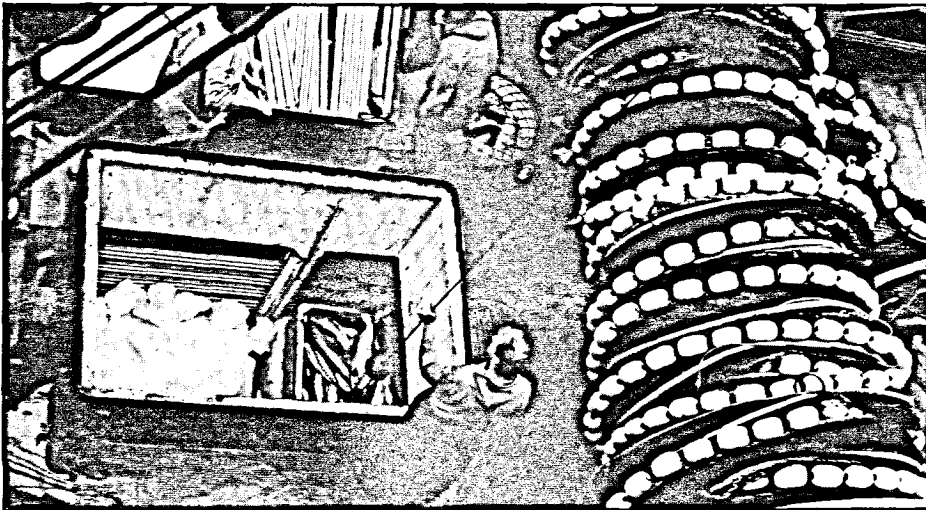


## CANADIAN PACIFIC SALMON: a taste of the wild

O

**T**he five species of wild Pacific salmon are the most important fish to the Pacific industry, both in volume and value. This beautiful silver-sided fish, the creature of legend among Canada's coastal people, is born in the snow-fed streams abounding in the rugged grandeur of British Columbia. These wild salmon travel thousands of kilometres to sea, feeding on the abundant resources of the cold, clean waters of the North Pacific Ocean, growing to return to the very stream of their birth. The salmon are harvested ocean-fresh by means of trolling, gillnetting and purse-seining by one of the world's most modern fishing fleets. Once caught, the salmon are transported in vessels using either ice or refrigerated sea water cooling systems and delivered, within hours, to modern, licensed processing plants. These cooling systems ensure that these magnificent wild salmon are delivered to the processing plants at their peak of freshness.

At the plants, the salmon are separated by species, size and grade, then quickly processed for sale in the fresh, frozen or canned form. During processing, these salmon products are inspected by both company quality assurance staff and by Canadian government inspectors. This inspection procedure ensures that these fine products meet the highest world standards. Pacific salmon from British Columbia, fresh, frozen, smoked or canned, finds an honoured place on the tables of the world's finest restaurants and in discriminating households around the globe. Canadian Pacific salmon: a unique taste of the wild, your taste of nature untamed. ■



Salmon being put in hold and iced on board purse seiner.



Salmon being prepared for freezing.

## CANADA'S FRESHWATER FISHERIES

# 100

**T**here are a total of 8,074 registered fishermen involved in Canada's freshwater fisheries industry. Of these 101 are located in New Brunswick, 442 in Quebec, 1,981 in Ontario and 5,550 in the Prairie provinces and the Northwest Territories.

In 1984, Canada's total freshwater landings reached 46,400 tonnes, for a total landed value of \$48 million. Total wholesale value of inland fisheries production was 35,000 tonnes while the 1984 value of production increased by five per cent over 1983 production, to \$98 million.

About 20 per cent of the world's fresh water is found in the combined areas of the Prairie provinces and the Northwest Territories. There, lakes large and small and a number of river systems are home to more than 80 different fish species, some of which support important commercial fisheries and provide anglers with excellent sport fishing. The commercial fisheries in this region are for the most part located on the large lakes, notably lakes Manitoba, Winnipeg and Winnipegosis in Manitoba; lakes Athabasca, Reindeer, La Ronge, Cree, and Wollaston in Saskatchewan; Lesser Slave Lake in Alberta; and Great Slave Lake in the Northwest Territories.

Major species taken in the inland waters of Manitoba are walleye, whitefish, sauger and pike; in Saskatchewan, whitefish, walleye, lake trout and pike; in Alberta, whitefish, pike, walleye, and tullibee, in the Northwest Territories, whitefish, Arctic char, and lake trout. Among the most prized game fish of the region are trout, walleye and Arctic char.

### Walleye

The walleye has many common names. It is also known as the pickerel (a diminutive of pike), yellow pickerel, pike-perch, walleyed pike and doré. Most of

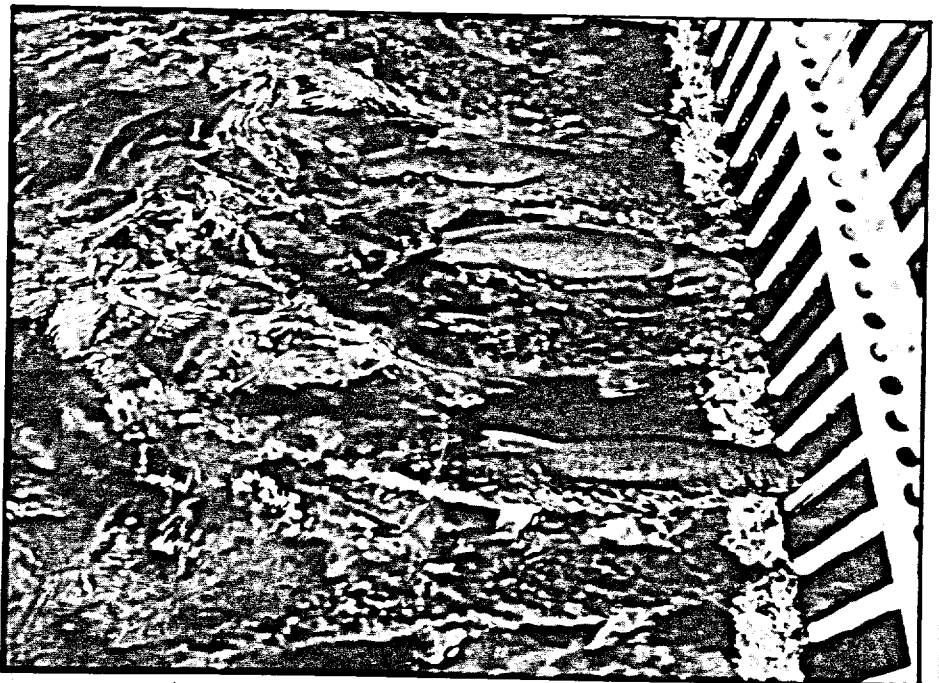
these names are misleading, while the fish has some pike characteristics, according to biologists it belongs to the perch and not the pike family. A major commercial and sport fish, it is presently the most economically valuable freshwater species for Canadian freshwater fisheries. In Canada, walleye are found in lakes and rivers from New Brunswick to British Columbia and from the Great Lakes north to Great Bear Lake in the Northwest Territories. Manitoba is the largest

producer of these fish, followed by Ontario and Saskatchewan. Substantial catches are also made in Alberta and the Northwest Territories.

Commercial catches are usually made with gillnets set from boats in summer, and beneath the ice in winter. Stationary poundnets are used in some localities.

Walleye are marketed as whole dressed fish and as fillets in both fresh and frozen form. Their firm white flesh is highly esteemed by consumers.

Arctic char counting fence.



### Lake whitefish

The lake whitefish, also known as the common whitefish, vies with the walleye for the lead as the most economically valuable freshwater species.

Average-sized whitefish in the commercial catch measure 40 to 50 cm in length and weigh 0.9 to 1.8 kg.

In Canada, lake whitefish inhabit cold lakes across the continent from Alaska to Labrador and south to the Great Lakes.

Largest producers are the lakes of the Northwest Territories, Manitoba, Saskatchewan and Alberta.

Commercial fishing is carried out by means of gillnets set in open water during the summer and below the ice in winter. Trapnets and poundnets are also used in some areas.

Commercially caught whitefish are sold fresh and frozen in the round, headed and dressed, and as fillets.

There is a brisk demand for their roe which is marketed as "golden caviar".

### Arctic char

The Arctic char has the most northerly distribution of any of the freshwater fish. It is the dominant species of the Arctic coast, and for centuries has been an important food resource of the Inuit.

However, only since the late 1940s has it been caught commercially and shipped to become a gourmet restaurant item.

Recent fisheries statistics indicate that, after the whitefish, it is the second most valuable catch in the Northwest Territories. Char fisheries at Rankin Inlet, Cambridge Bay, Pelly Bay and Nettilling Lake account for most of the commercial catch, which is taken with gillnets.

Arctic char is marketed mainly fresh and frozen as whole dressed fish and steaks. A small quantity is canned. In whatever form, it is a world renowned delicacy. The flesh varies in colour and may be red, pink or white, with the red commanding the highest price.

Tastewise, it is said to combine the delicious flavours of brook trout and salmon.

### Sauger

A member of the perch family, the sauger is a smaller, slimmer relative of the walleye, which it closely resembles. Like the walleye, it is an important commercial and game fish. Some of its other common names are sand pickerel, sand pike and doré noir.

In the commercial catch, average-sized saugers weigh about 300 gm and measure 25 to 40 cm. A few weigh as much as 900 gm.

In Canada, these fish are found from the St. Lawrence-Champlain river system westward to the North Saskatchewan River and northward to the Hudson Bay watershed.

Saugers are caught commercially with gillnets and poundnets. Most of the catch is taken in Manitoba where fishing is carried out in summer, autumn and winter. Saugers are marketed almost entirely as fresh and frozen fillets, with much of the catch being exported to the United States. As a food, their flesh is slightly softer, sweeter and finer in texture than that of the walleye.

Unloading perch, Lake Ontario.



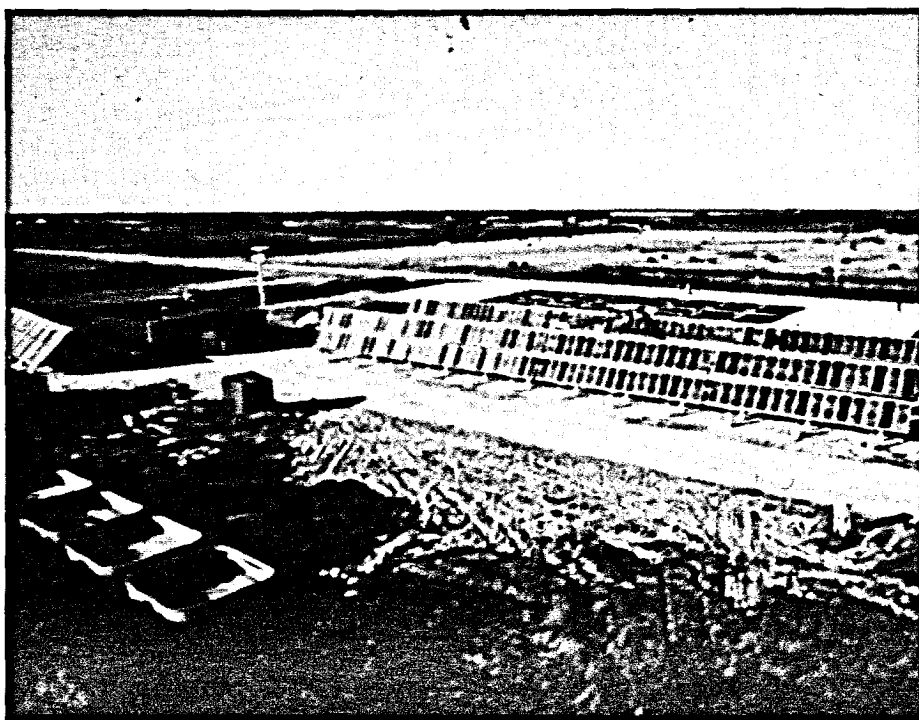
### Northern Pike

The northern pike, sometimes called the jack, jackfish and great northern pike, ranks third in value among the freshwater species caught commercially in the northwest. Circumpolar in distribution, it is found in rivers and lakes throughout Quebec, Ontario and the Prairie provinces, in the northeastern corner of British Columbia, and in the Yukon and Northwest Territories. The flesh of the northern pike is firm, white, and fine-textured. It is marketed fresh and frozen as whole fish and fillets.

### Lake trout

The lake trout is a member of the salmon family. One of the largest of the freshwater fish, it is endowed with a flesh of superb eating quality.

This species is native to northern North America. In Canada, it occurs from the Maritime provinces and Labrador in the east to northern British Columbia in the west. It is widely distributed in the Yukon and Northwest Territories. Commercial fishermen catch lake trout winter and summer using gillnets. Largest production comes



Rockwood Hatchery, at Manitoba's Freshwater Institute.

from the lakes of northern Saskatchewan and the Northwest Territories. The flesh of the lake trout varies in colour from pale ivory to deep pink and has an especially delicate, delicious flavour. It is principally marketed fresh or frozen as whole dressed fish and as fillets.

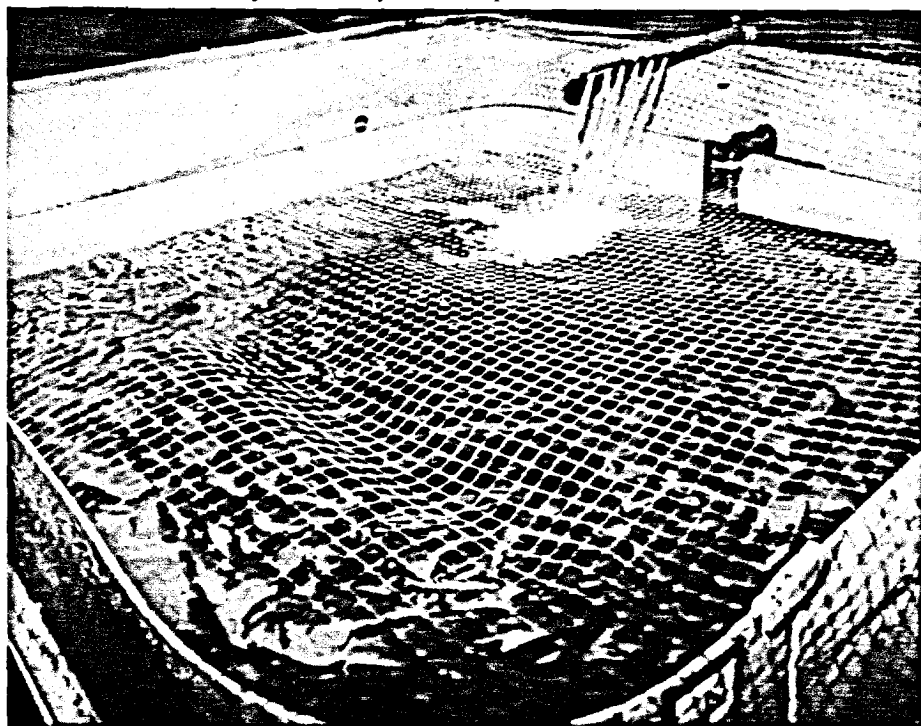
### Rainbow trout

The rainbow trout, most widely distributed member of the trout family, is one of the five top sport fishes in North America and it supports a cottage fish farming industry in Canada's three Prairie provinces.

Several other species of lesser importance are harvested by the Canadian freshwater fisheries industry, among them are tullibee, muskellunge, inconnu, goldeye, white sucker, yellow perch and lake sturgeon.

In addition, the freshwater sector is very active in aquaculture research. The Freshwater Institute, a federal government establishment in Winnipeg, Manitoba, is a major centre for fisheries research in Western Canada. Within the Institute the Fish Production Systems Research Project is responsible for conducting research into methods and techniques of fish culture, the development of new fish culture systems, the evaluation of different fish stocks and fish nutrition research. ■

Canada's freshwater fishery sector is very active in aquaculture research.





# CANADIAN FISHING INDUSTRY QUALITY STANDARDS

**T**he Canadian government, through the Inspection Branch of the Department of Fisheries and Oceans, is responsible for administering the Fish Inspection Act and Regulations and has the responsibility for assuring that fish and fish products produced in Canada, imported into Canada or exported from Canada, are safe and of good quality, were produced under sanitary conditions, and are properly packaged and labelled. These responsibilities are presently met through the operation of a Fish Inspection Program carried out by a staff of 488 full time and seasonal inspectors located in all ten provinces and the Northwest Territories. There are 130 field inspection centres across the country supported by 23 strategically located laboratories. The Fish Inspection Act and Regulations grant effective enforcement powers to inspectors, provide powers of seizure, detention and forfeiture of product, prohibit the import, export or possession for export of tainted, decomposed or unwholesome fish and provide for minimum and maximum fines and terms of imprisonment for extreme violations. The inspectors enforce, on behalf of most provinces,

complimentary Provincial Inspection Regulations in areas of strictly provincial jurisdiction.

## **Objective**

The objective of the National Fish Inspection Program is to provide reasonable assurance that fish and fish products for domestic and export trade consistently meet Canadian and/or foreign country standards for grade, handling, identity, process, quality and safety.

## **Fish Processing Plants**

Federal registration is presently a requirement for all 990 plants that process fish for export (shipped interprovincially or internationally). To obtain this registration, the construction, equipment and operating conditions in these plants must be in accordance with The Fish Inspection Regulations. To ensure that conditions in any plant are maintained at a satisfactory level, these plants are subject to periodic inspection. Identified deficiencies in a plant are rated as being critical, serious, major or minor. Plants identified as having critical deficiencies have their certificate of registration suspended (without which they cannot legally process fish) until these deficiencies are corrected. Plants with less serious deficiencies are asked to have these deficiencies corrected within a specified period of time.

## **The role of the inspector**

All fish inspection activities from harvesting through distribution are carried out solely by officers of the Inspection Branch. Inspection personnel comprise two main categories (1) Primary Products Inspectors, who are





graduates of a technical institute, or individuals with long experience in the food industry and (2) Scientific Regulation Officers, who are university graduates with training at a high technical level. The staff of the fish inspection laboratories are also inspectors and include technicians as well as microbiologists and chemists.

#### **Quality improvement initiatives**

In 1980, following extensive consultations with industry, the federal government announced a comprehensive program to further improve the quality and consistency of Canadian fish products. The Quality Improvement Program affects all sectors of the industry from harvesting through distribution and includes the following elements:

1. **vessel certification**, requiring that all fishing vessels meet specified requirements for construction, equipment and operation;
2. **unloading, holding, handling and transportation**, requiring all fish unloading and handling facilities and transport vehicles meet essential standards of construction, equipment and operation;
3. **dockside grading**, requiring that raw material be graded at point-of-sale to regulated grades applied by government-licensed industry graders;
4. **final product grading**, requiring that all major products be graded to specified regulatory standards;
5. **in-plant quality control**, requiring that each processing establishment have an approved quality control program as a condition of plant registration.

#### **Vessel certification**

The purpose of fishing vessel certification is to ensure that fish storage and fish handling practices on board vessels are of a high and uniform standard consistent with recognized food handling practices. Regulations are now in place which

require standards of construction and equipment for fishing vessels and vessels used for transporting fish. These regulations also set standards for the operation of these vessels. All fishing vessels are subject to inspection on a regular basis. Vessel certification will be a requirement for vessel licensing in 1986. As of December 31, 1984 approximately 66 per cent of Canada's 41,500 licenced fishing vessels had been certified.

#### **Unloading, handling, holding and transportation**

Regulations are also in place for vehicles and equipment used for unloading, handling, holding and transporting fresh fish for processing. The purpose of these regulations, like those for vessel certification, is to ensure that fish unloading sites and transport vehicles meet standards of construction, equipment and operation consistent with recognized food handling practices.

#### **Dockside grading**

Dockside grading, when combined with price differentials for various grades, is regarded as a crucial element of the Quality Improvement Program. Since the quality of the finished product is dependent on the quality of the raw material, it is essential that the raw material be graded at the time of purchase in order for producers to be able to plan production for uniform, quality products and maximum economic advantage. This will facilitate the production of graded products of consistent quality and increase production efficiency. More importantly, it will impose a discipline on both fish buyers and fishermen to implement and maintain procedures for protection and enhancement of fish quality, reduction of waste and increase in yield.

Dockside grading will be performed by licensed industry graders. Provinces on the Atlantic coast have developed courses which are recognized by the federal government, and to date several hundred graders have been trained. Since the introduction of the program several pilot projects on grading groundfish at the point-of-sale were conducted in various Atlantic locations. The purpose of these projects was to study the applicability, feasibility and profitability of using a dockside grading system which incorporates landed quality standards, price differentials based on quality and grading by industry graders monitored by inspectors. Results from pilot projects show that there are significant economic returns in the form of improved yields, better productivity and better product mix when a landed quality standard is properly applied at the point-of-sale between fisherman and fish buyer.



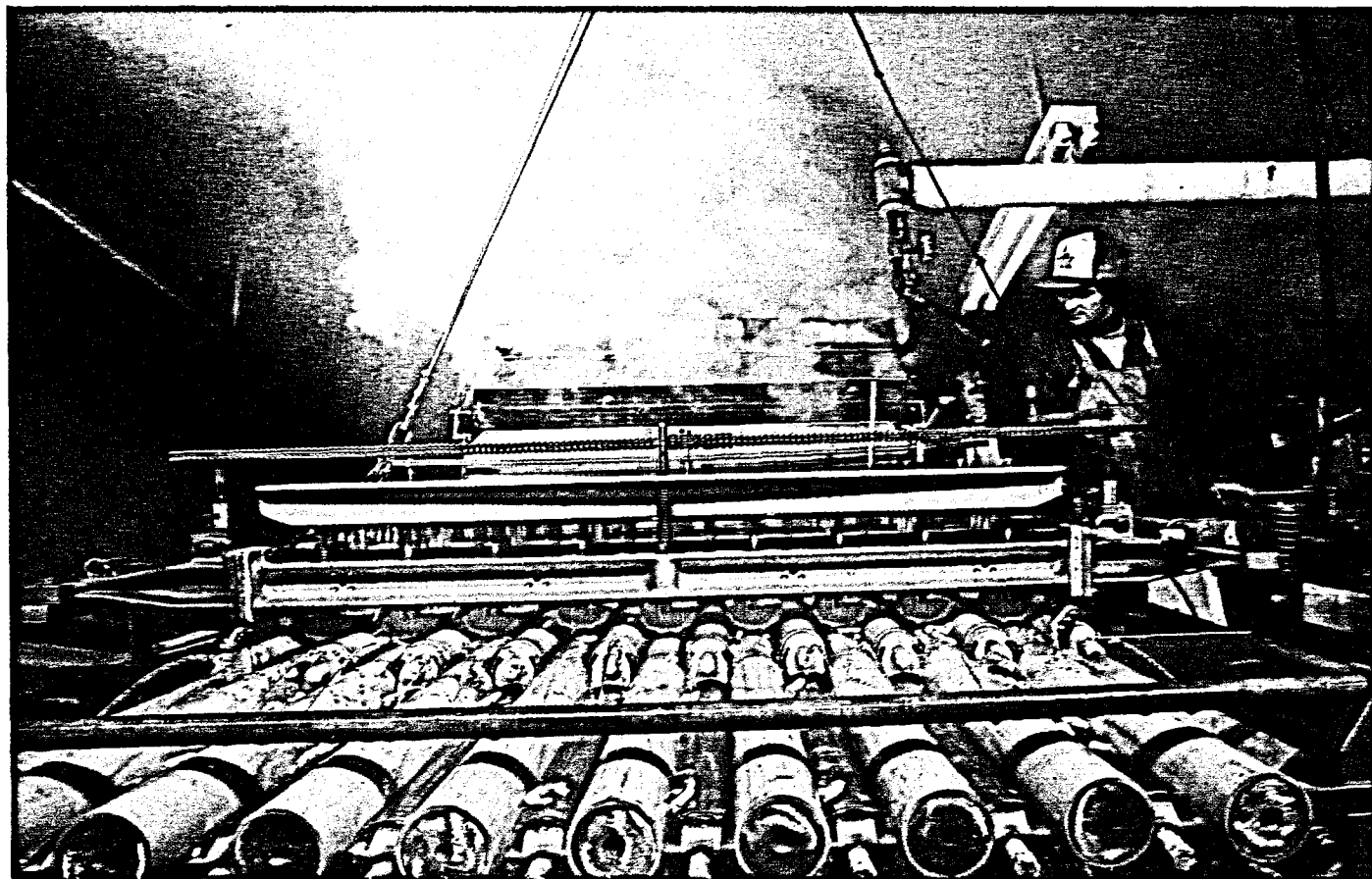
**Final product grade standards**  
Grade standards for selected fishery products such as frozen gutted Pacific salmon, salt fish, pickled fish, Atlantic oysters in the shell, and dried squid have existed in Canada for some time. These are aimed primarily at the export trade and their use is mandatory. Grade standards are now being finalized for Atlantic groundfish products consisting of fresh and frozen fillets and blocks of fillets and minced fish. After implementation

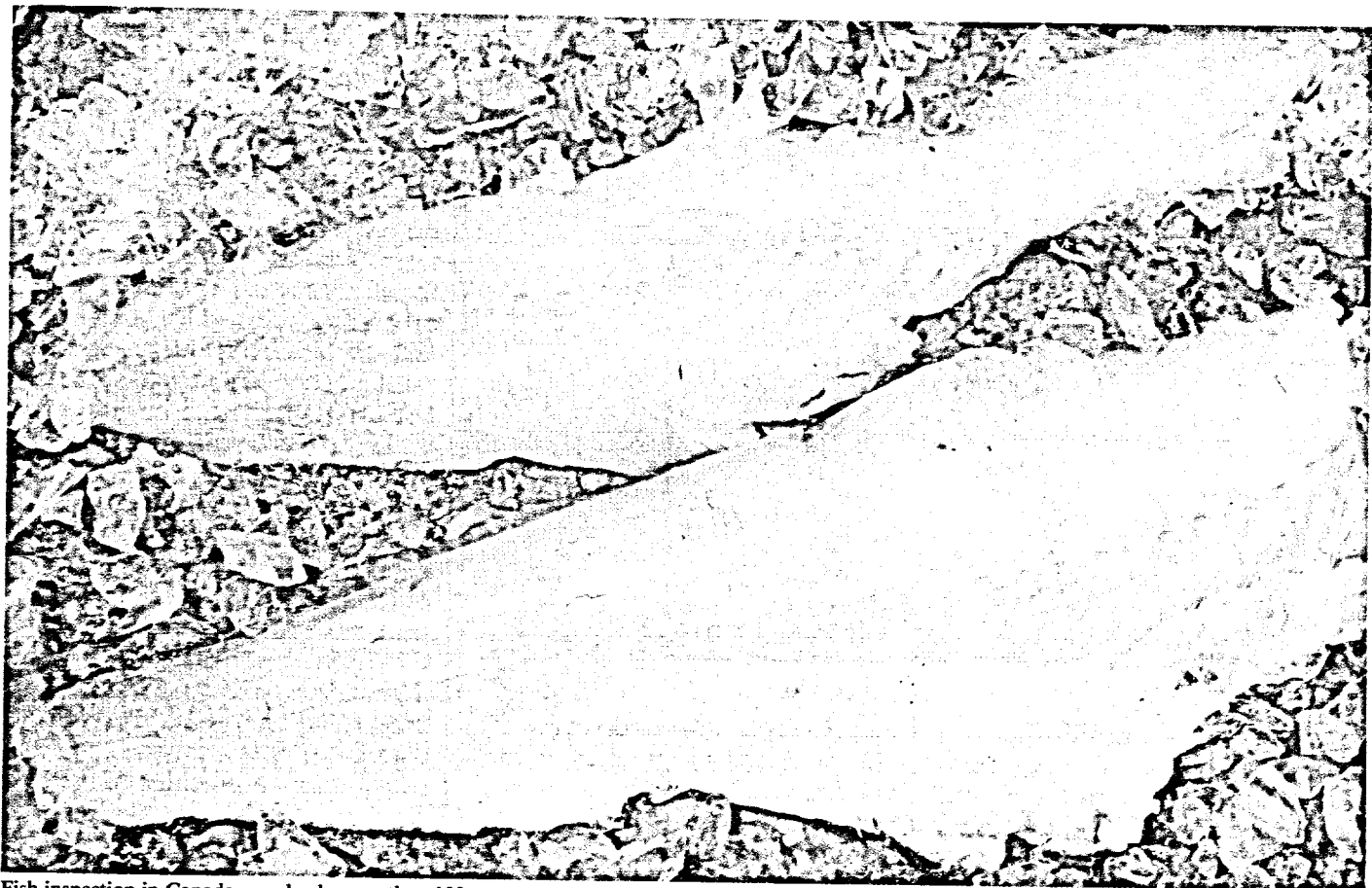
of these standards, standards will quickly follow for other products. Final product grading became an element of the comprehensive Quality Improvement Program which was announced in 1980. Industry support for the concept of final product grading led to the establishment of an industry/government technical working group to develop a grade standard for fresh and frozen groundfish. The first draft of the standard was available to the industry in 1981 and following testing and evaluation has been revised to reflect industry's concerns. Over 50,000 samples of final products have been evaluated against the drafts of the standard and the standard is now technically sound. In 1983, two studies were undertaken on the subject. The recommendations of these studies were:

1. That quality measurement of final products be mandatory throughout the industry, incorporating an agreed set of defect definitions and a common approach to the measurement of defects.
2. Voluntary labelling by grade to a standard that clearly defines specific quality levels be implemented.
3. That the federal government have the responsibility of monitoring producer compliance preferably through audit of in-plant quality control programs rather than through acceptance sampling of final products.
4. There be established a "Canada Approved" quality level, the labelling of which would be mandatory.
5. The grade standard be simplified

to ensure its adaptability to all the differing situations which exist in the industry. The standard may be used by the Atlantic groundfish industry on a voluntary basis for one year following availability of grade nomenclature and logos. Voluntary use means that processors will have the option of grading their product to this standard and to use the Canadian government grade name and logo which were developed during another study. At the end of the voluntary period, use of the standard and a grade designation will be required for all Atlantic groundfish products which comply to the standard.

Federal registration is presently a requirement for all 990 plants that process fish for export.





Fish inspection in Canada goes back more than 100 years to the General Inspection Act of 1874.

### **In-plant quality control**

The federal government has recently commissioned a study to develop a generic quality control system for the industry. This study is presently underway and its results will be evaluated by an industry/government working group. An acceptable quality control system will be a requirement of plant registration.

### **Exports**

Over the last few years an increasing number of countries have enacted legislation that requires imported products to meet health, quality, identity, composition and labelling specifications. In order to facilitate the sale of Canadian fish products to these countries the federal government will, following a request from an importer, examine a lot of fish for export to determine if it meets the requirements of the importing country. The individual requirements of these countries are outlined in a Procedural Manual

for Inspection personnel. If the product meets the necessary requirements, a certificate will be issued.

This export certification program, for which there is presently no charge, both promotes the international sale of Canadian fish products and assures the exporter that his products will be acceptable to the importing country.

### **Sampling plans**

The Procedural Manual for Inspection personnel also contains specific sampling procedures for fish products. For the most part, the Codex Alimentarius Sampling Plan for Prepackaged Foods is used.

These sampling plans provide for two inspection levels. For routine examination Level I is recommended. Level II is used where there is a dispute or controversy over the results of the routine or initial inspection and a re-inspection of the product has been requested by the owner of the goods. All rein-

spections are conducted using Level II sampling.

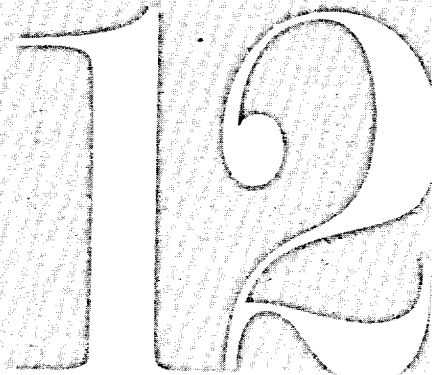
### **Inspection laboratories**

There are 23 inspection laboratories routinely examining samples (bacteriologically, chemically, organoleptically) submitted by the Inspectors and thus providing further assurance that all fish products are free from taint and decomposition and are wholesome.

The laboratories also examine samples of shellfish to determine if they meet standards of the International Shellfish Agreement and provide the analysis that enable the field inspection staff to certify Canadian fish products for the export market.

Canada's fish inspection activities — which cover vessels, plants, unloading, holding and handling sites and transportation equipment — ensure that only the country's finest products reach international markets. ■

## CANADIAN TURKEY: quality standards worldwide



**W**hile some degree of export activity is evident in the Canadian egg processing and poultry industry sectors, Canada has long been recognized as a world leader in turkey production. Through years of research, vast improvements in genetic makeup and production technology have combined to achieve health and performance standards second to none.

A major force behind these efforts is the Canadian Turkey Marketing Agency (CTMA). CTMA ensures a continuous supply of turkey for both domestic and export markets. All turkey products must meet the stringent standards of quality set by the Canadian government, standards which exceed the quality requirements of most other countries. The fresh and delicate taste of Canadian turkey is increasingly in demand.

### Nutritional value

Turkey is the ideal meat for today's diet-conscious consumers. Lower in fat than other popular meats, turkey also contains fewer calories, is an excellent source of protein

and niacin, and a good source of phosphorus. Its top nutritional value makes turkey an economical source of high quality protein. Canada offers a wide range of turkey products to fill varying market needs. Whole turkey, boneless whole turkey, fillets, turkey roasts and ready-to-eat cold cuts

are included in the many export products which are subject to Canada's rigid inspection controls.

### Processing

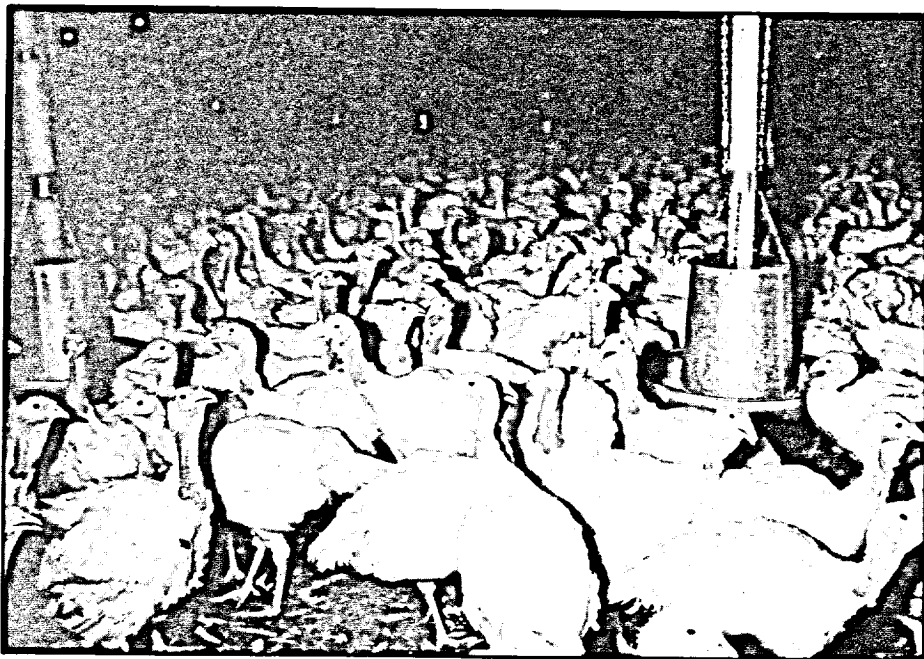
In recent years, as the variety of turkey products on the market has increased and retailers have begun to sell turkey parts, the further processing industry has expanded. When a bird is further processed, it can be deboned and sold to the hotel, restaurant and institutional trade (e.g. as breast meat, thigh meat, etc.) or made into consumer products such as turkey roll.

### Exporting

Through close involvement with all segments of the turkey industry, CTMA is able to stimulate production and respond quickly to export orders, large or small. The Canadian industry is also structured to respond to an individual buyer's requirements, be it whole bird, portion control units, or specialized packaging.

When the label says Canadian turkey, it's your assurance of the very best product. ■

Turkey breeding stock.



**C**anada is in an enviable position to supply high quality meat products to worldwide customers. With the productive capability of the nation's farmers, ranchers and feeders and the technology and resources of established meat processors, Canada is a dynamic force in world meat markets. In fact, Canada ships meat to over 30 countries annually; the United States and Japan being its largest export markets in this sector.

#### **Livestock production**

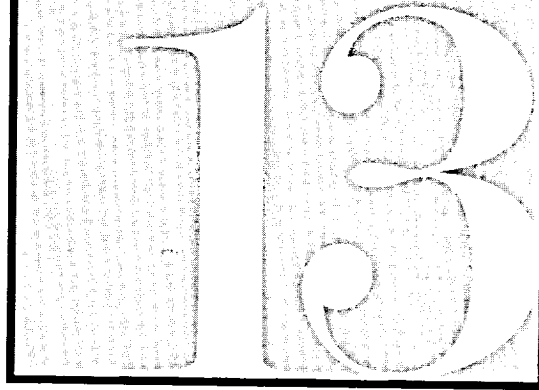
Over 200,000 farms and ranches across the nation supply the raw material for the meat packing industry. Modern farmers combine the resources of nature with the latest scientific findings in animal breeding, nutrition and management, to produce millions of meaty, lean and high-yielding cattle, hogs and lambs annually. While livestock are produced in all regions of the country, close to two-thirds of all beef originates in Western Canada and about 72 per cent of all pork comes out of Eastern Canada, particularly Ontario and Quebec. Canadian hogs and cattle are grain finished and receive generous amounts of barley, feed wheat, and/or corn, during their growing and fattening period.

Through stringent animal disease control programs conducted by the federal agricultural department, Canada has built an enviable record of herd health. Canadian livestock is accepted in virtually every corner of the world.

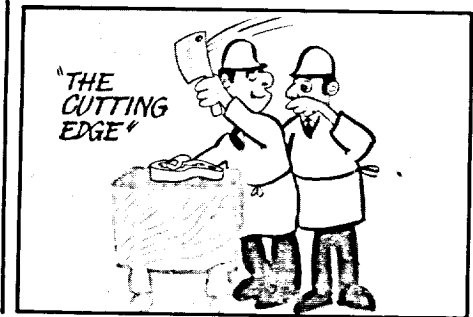
#### **Meat processing**

Canada's fourth largest manufacturing industry, meat processing, converts the nation's livestock into a broad range of high quality, wholesome, nutritious fresh beef, pork and lamb and processed meat products. Strategically located plants, close to the livestock supply, eliminate the need for long, stressful hauls of live animals to market.

## **CANADA'S MEAT INDUSTRY: variety and quality**



Modern meat processing plants work with assembly line precision in speedily converting live animals into meat. Skilled butchers break carcasses into cuts, trim them closely, remove bones where necessary, to produce products meeting the exacting standards of customers — both at home and on international markets.



72 per cent of Canadian pork is produced in the country's eastern provinces.





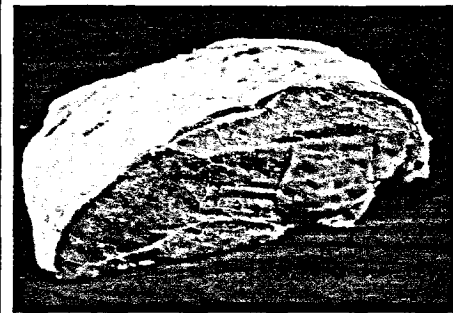
Throughout the plants, operations are conducted under the watchful eye of trained federal government inspectors. They monitor the health of live animals coming into the plant, they supervise all operations during slaughter, processing, storage and shipping. They check labels and assure products meet the high standards set down in the government regulations. Proof that product has met the exacting standards of federal inspection is the round "CANADA" stamp on the product or package. Canadian meat has worldwide acceptance. Throughout the years, government supervised carcass grading programs have encouraged the production of higher yielding livestock. Over 70 per cent of Canada's cattle kill is comprised of "A" grade carcasses and an increasing portion of the hog carcasses fall into the premium indices. In addition to fresh meat products, Canadian meat processors produce a broad array of processed, branded items, including sausage products. Smoked and cured hams, picnic, bacon and sausage items —



Federal government inspectors supervise all operations during slaughter, processing, storage and shipping of meat.

bologna, wieners, meat loaves, luncheon meats, deli lines and specialty sausage — are produced in abundance. These ready-to-serve meat products add variety to diets, are easy to prepare and economical to use. They broaden menu planning and add appeal to retail counters as they are attractively packaged.

Canadian packers and processors are able to ensure both through their own strict quality assurance



Baron of beef.



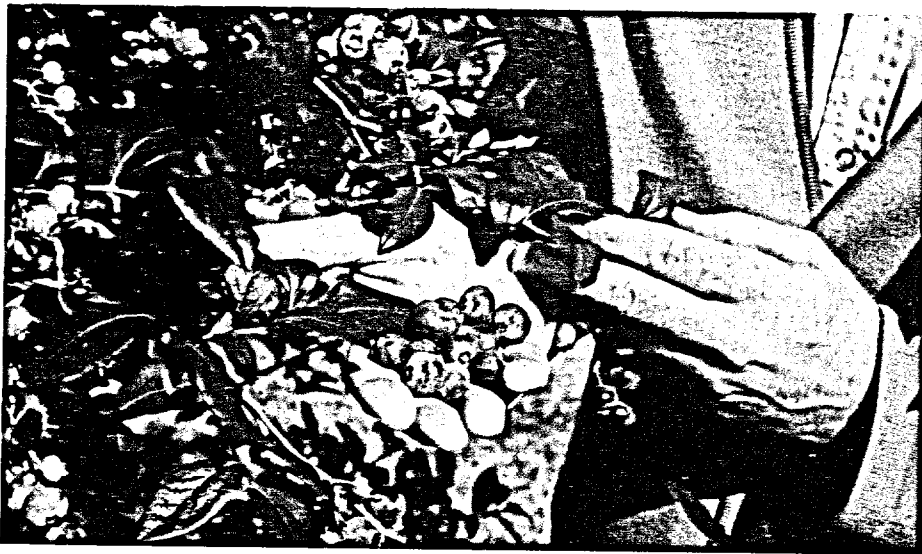
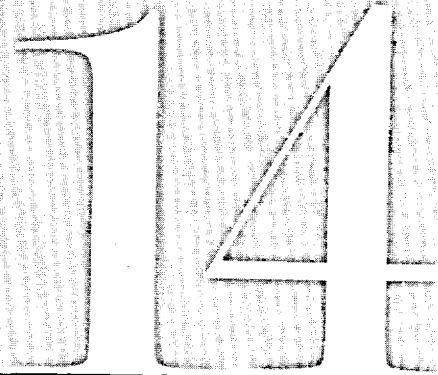
procedures and the continuous inspection service provided by the federal government, the high standards of consistent quality and wholesomeness demanded at home and in the international marketplace.

Canadian packers and processors have a wealth of experience in sorting and selection, in grading, fabricating and packaging to produce products meeting the exacting specifications of international customers. Attention to details of packing and shipping means the product arrives at destination in peak condition. Canada's meat industry is an industry dedicated to meeting the needs of an expanding world demand. A great variety of its products is continually available to all customers. ■

Delicatessen specialty products.

**C**anada's fruit and vegetable processors, for the most part located close to the heart of the nation's richest and most bountiful farm lands, provide the world with a very wide variety of top rate products. While this sector of the Canadian food industry covers the entire gamut of fruit and vegetable products, Canadian processors "specialize" in certain areas and have built a worldwide reputation on these strengths. Following is a brief survey of what Canadian companies offer in the area of processed fruit and vegetables. Obviously, space limitations warrant the omission of some products. In light of this, for further information we urge you to consult the Directory and Corporate Profile sections of this issue or to

## FRUITS AND VEGETABLES: processing wholesomeness



Blueberries, Kentville, Nova Scotia.

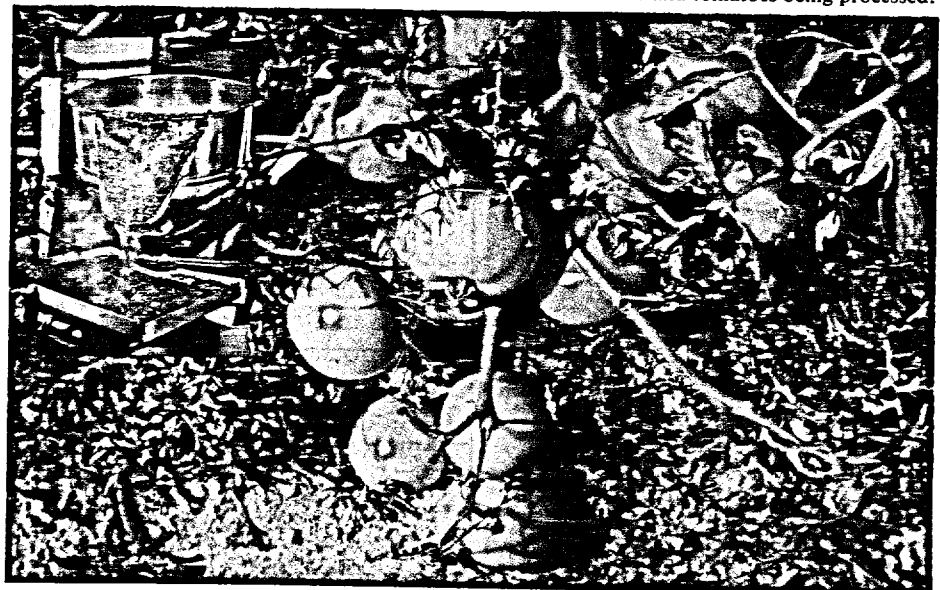
McGill University's Macdonald College, Ste. Anne de Bellevue, Quebec and the Canadian Food Products Development Centre, Portage la Prairie, Manitoba. With the help of food scientists, fruit and vegetable processors select the methods best suited to the types of produce they market. Techniques of freezing, canning, drying, and the more recent technologies such as irradiation, aseptic packaging and retort pouches, are applied so that the safety, wholesomeness and nutritional value of products supplied is ensured.

contact a Canadian trade office in your area (addresses pages 55 to 60).

### Technology

Food science and technology is an essential part of the food industry and it is the food scientists and food technologists who process, handle, preserve and develop new food from raw products. In the Canadian food industry, this development begins in the industrial research and developmental laboratories of individual firms and in laboratories of academic and governmental institutions such as

Tomatoes on the vine and tomatoes being processed.



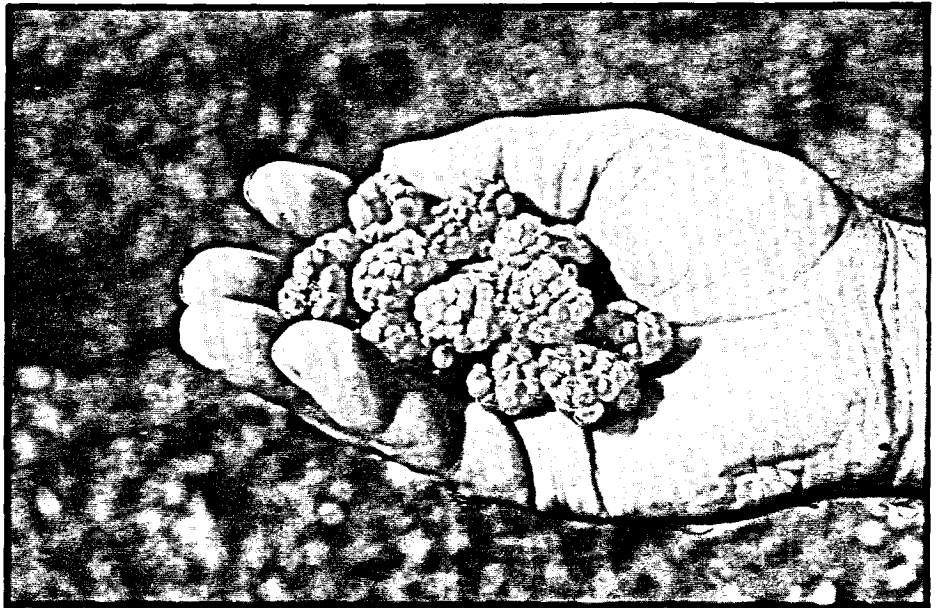


## Fruit

Statistics show that Canadian firms supply many parts of the world with a wide choice of fruit and fruit products. (See "Canada Worldwide", pages 50 to 54.)

Frozen blueberries, fruit juices of every type, canned apples, canned cherries, canned pears, canned fruit pie fillers, various jams, jellies and preserves and dried fruits are all strong export sectors. Of particular interest internationally is the unique flavour of wild blueberries, which several countries prefer to that of cultured varieties. The wild blueberry is native to much of the northern part of Canada, but commercial production is limited to those areas where farm land has been abandoned or in barren areas where there is good soil drainage and acid soils. Also, some blueberry "fields" have been developed by clearing off forest land and letting the blueberries take over as part of the natural plant succession. These areas are burned or pruned by mowing, generally on a two-year cycle, and this prevents the fields from growing back into forests. The pruning effect helps expand the density of blueberry plants and increases their productivity. A small percentage of wild blueberries is

Apples.



Raspberries.

sold on local markets as fresh fruit, but over 90 per cent of them are taken to processing plants where the unripe berries, leaves, etc. are taken out. The blueberries are washed and then individually quick frozen. They are kept in cold storage until distributed to domestic or international markets. Storage life is two to three years. Canada produces an average of 13,950,000 kilograms of wild blueberries each year, but there is a potential for up to 22,500,000 kilograms. Most berries are packed in 13.5 kg poly-lined cardboard cartons of instant quick frozen (IQF) berries, but they are also available in 5 kg, 10 kg, and other sizes of consumer packs as frozen berries, as well as canned items. Wild blueberries are also available in jams, wines, and non-alcoholic drinks, and have excellent potential in processed foods such as purées, syrups, sauces and toppings for dairy foods. In North America, they are popular in muffins, pies, pancakes, yogurts, etc., whereas internationally they have great appeal in Danish pastry, croissants and brioches. Canada has exported frozen wild blueberries to over twenty countries around the world. The production areas are located near year-round ice-free ports, and there are sufficient cold storage facilities

to ensure supplies at any time of the year.

## Vegetables

Although frozen potato products are the number 1 selling item in the vegetable export sector of the Canadian food industry, a number of other items, notably canned and frozen corn, peas and asparagus, are also in great demand. The statistical tables printed here provide an overview of the items most popular on international markets.

While several Canadian provinces produce excellent potatoes used by Canadian processors in a variety of products, Prince Edward Island and New Brunswick potatoes are generally regarded as among the finest available on any world market.

P.E.I. produces the largest number of seed acres of any province in Canada and, at the same time, also has the lowest level of disease of any potato growing area in the world. The Island has the ideal soil and climate for growing quality potatoes; and they are harvested for processing at their peak of freshness and nutrient value. The Russett Burbank strain is the most common variety of potato grown here; its specific gravity makes it perfect for processing into French fries.



French fries; frozen potato products are the largest selling frozen vegetable item exported by the Canadian frozen food industry.

New Brunswick potato producers plant an average of 53,000 acres annually and in 1984 total production reached the 522,221 tonne level. This province's soil is also particularly suited to potato growing and the nation's processors market a wide array of potato products from New Brunswick harvests.

From concentrated fruit juices, to frozen fruit, to canned and frozen vegetables, Canadian food processors offer nothing but the very best to the international marketplace. ■

FROZEN FRUIT	QUANTITY (KG)	1984 VALUE (IN THOUSANDS OF \$)
BLUEBERRIES	12,038,227	18,869
FRUITS / BERRIES	2,199,417	3,425
<b>CANNED FRUIT</b>		
APPLES	226,829	156
CHERRIES	2,573,358	4,856
PEARS	428,746	416
FRUIT PIE FILLERS	179,624	331
FRUITS AND PRODUCTS	780,198	1,361

JUICE (NOT CONCENTRATE)	QUANTITY (KG)	1984 VALUE (IN THOUSANDS OF \$)
APPLE JUICE	1,978,429	1,229
FRUIT JUICES	17,032,359	10,284
<b>JUICES (CONCENTRATE)</b>		
APPLE JUICE	1,136,915	1,759
FRUIT JUICE	2,384,369	5,879
<b>JUICES (CANNED)</b>		
TOMATO JUICE	930,910	610
VEGETABLES & VEGETABLE JUICE	2,588,617	2,489

FROZEN VEGETABLES	QUANTITY (KG)	1984 VALUE (IN THOUSANDS OF \$)
BEANS, (GREEN AND WAX)	899,296	923
CORN	8,870,826	9,085
PEAS	6,617,240	6,191
POTATO PRODUCTS	40,647,270	30,965
OTHER VEGETABLES	10,774,949	12,776

CANNED VEGETABLES	QUANTITY (KG)	1984 VALUE (IN THOUSANDS OF \$)
ASPARAGUS	2,896,191	8,358
BEANS (GREEN)	386,112	278
BEANS (WAX)	1,082,952	857
CORN	12,734,928	14,399
PEAS	2,374,593	1,980
POTATOES	194,340	144
MIXED VEGETABLES (MACEDOINE)	3,265	3

VARIOUS PREPARATIONS	QUANTITY (KG)	1984 VALUE (IN THOUSANDS OF \$)
JAMS, JELLIES, PRESERVES	709,803	1,523
PICKLES AND RELISHES	1,417,166	1,804

## CANADA'S DAIRY INDUSTRY: first-class production

# 15

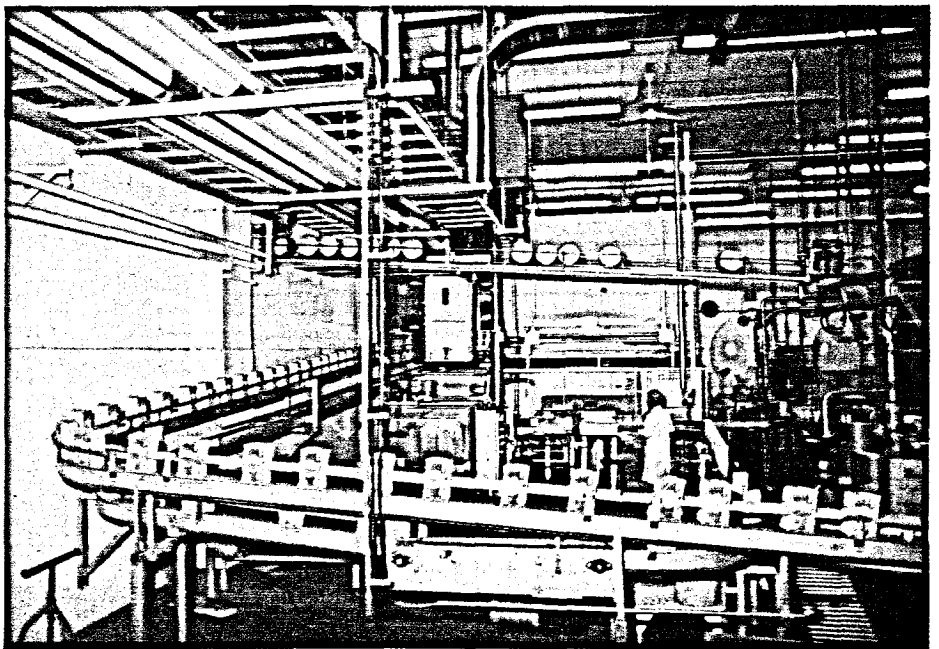
Canada's dairy industry is thoroughly modernized and has annual sales of about \$6.6 billion. The efficiently mechanized dairy and processing plants utilize some 75,520,000 hectolitres of milk annually. The products include pasteurized fluid milk, cream, ultra high temperature milk, natural and processed cheese, creamery butter, condensed and evaporated milk, milk powder, ice cream, yogurt, frozen desserts such as sherbert and fruit- and yogurt-based drinks. The variety of dairy products is testimony to the successful adaptation of new technologies in Canada's dairy industry and to the creative thinking of Canadian processors. The industry has been able to satisfy both the consumers' constant needs for healthy products and the changing patterns in consumer consumption. For countries interested in dairy development projects, a visit to the Canadian dairy industry might prove useful. Some four hundred establishments work in varying conditions right across the country.

They have maintained Canada in a satisfactory and essentially self-sufficient dairy economy for many years. The accompanying photographs illustrate the efficiency and modern technology of Canadian plants.

Canada is blessed with first-class milk production. However, supply is governed by a supply management system which is intended to make Canada self-sufficient in dairy products and to avoid dairy surpluses. This policy is effective domestically but does not make exports a major concern in the industry. At present, the export market attracts about 5 per cent of total product. While increase in productivity is possible, actual production will continue to depend on real demand from domestic and foreign buyers who are aware of the quality of Canadian dairy products.

Export sales presently include ultra high temperature milk, evaporated milk, skim milk powder and whole milk powder. Butter, butter oil, whey powder, and cheese are also exported. The largest proportions of exports at this time are skim and whole milk powder, evaporated milk and cheese. In 1984, exports of cheese totalled 5.4 million kilograms, most of which was cheddar.

View of ice cream plant processing floor.



In the same year, 132.5 million litres of evaporated milk were exported.

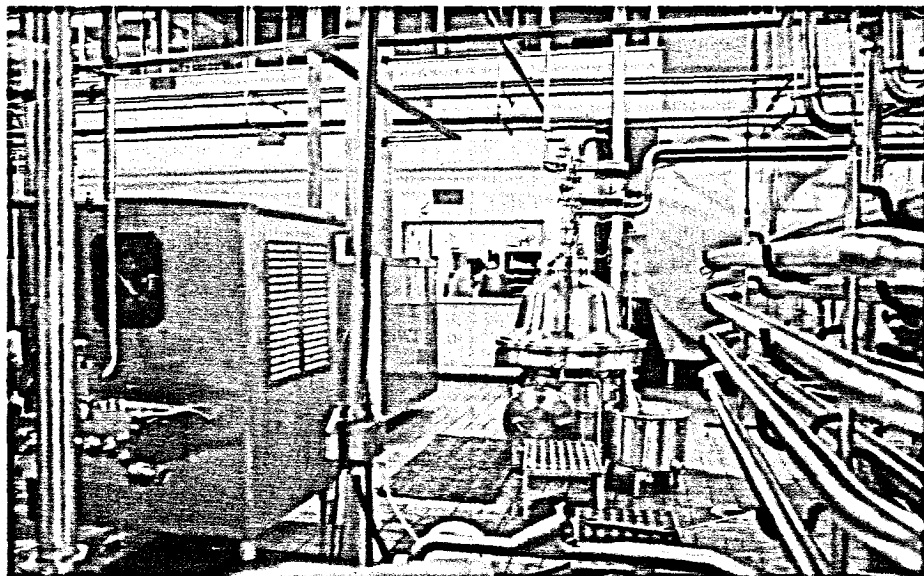
Canada's dairy industry has also responded to the changing nutritional and health food requirements of the domestic and export markets. In particular, Canadian companies have developed natural soft drinks from essential milk elements. In addition, there is a plentiful supply of flavoured juice and milk drinks ranging from strawberry and raspberry to grape and orange. The industry also supplies fruit flavoured yogurt drinks.

The main recipients of Canada's dairy exports are the United States and European countries. In Europe, the products are shipped to West Germany, France, the United Kingdom, Denmark, Belgium and the Netherlands. Further afield the Phillipines, South Korea, Australia and Japan receive our dairy products. There are also on-going markets in Mexico, Venezuela, Panama, Peru, Paraguay and Puerto Rico. The Caribbean Islands such as Jamaica and Trinidad, and African countries such as Algeria and Nigeria are regular customers. While on average the exports of dairy products are only about 5 per cent of total production, the export sector is important for the industry. As much as 60 per cent of skim milk powder and evaporated milk production is exported. For example, some 132,900 tonnes of evaporated whole milk were exported in 1984.

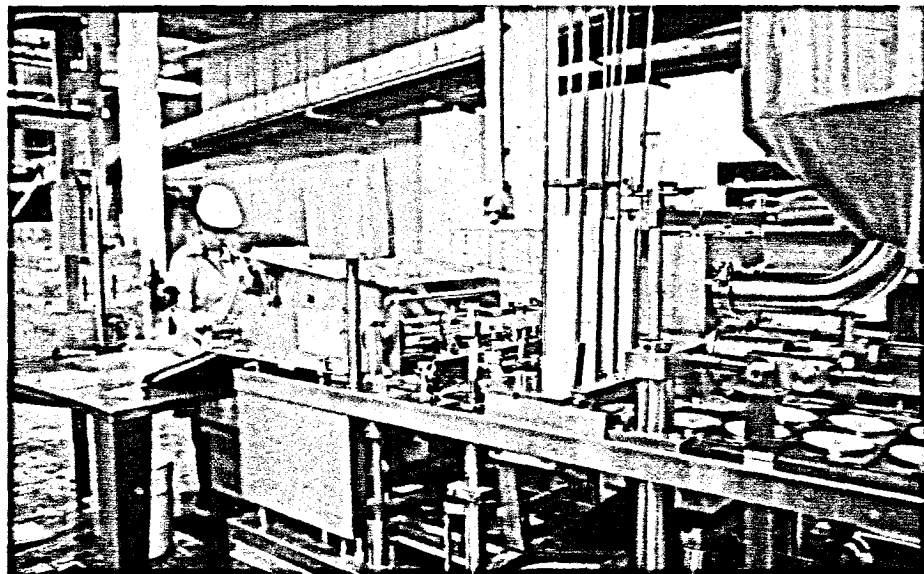
Exports in skim milk powder were about 70 million kilograms. Canadian dairy processing companies are helped in their export marketing by a few government departments and agencies. The federal Department of Agriculture has a branch dedicated to marketing and economics and the federal Department of External Affairs has



Automatic milking machines.



Standardizing clarifier and holding coil of pasteurizer of typical plant, production offices in background.

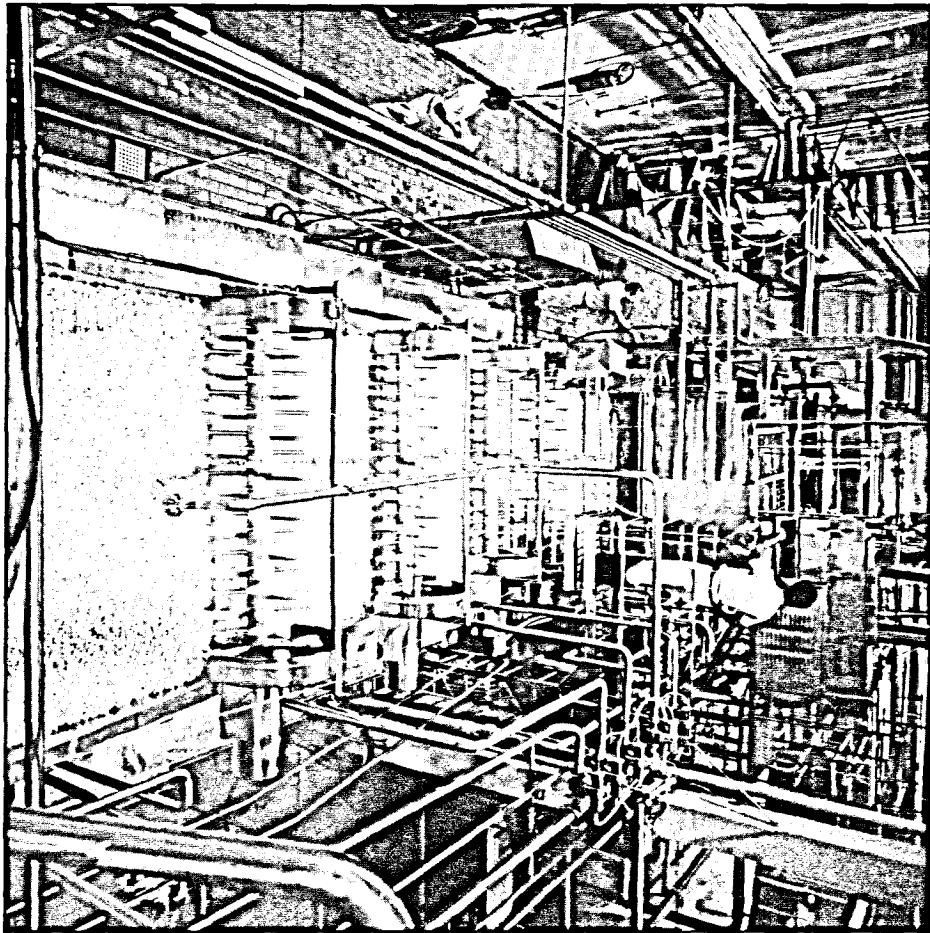


Filler for yogurt and sour cream in 250 ml, 500 ml and 1 L plastic tubs.

an International Trade Development Branch which helps facilitate dairy product sales outside Canada for the Canadian industry. Several provincial governments endeavour to help the promotional and export efforts of their food producers. Finally, national interests in foreign markets are especially served by the Canadian Dairy Commission.

The Canadian Dairy Commission is a federal agency, headquartered in Ottawa. It facilitates state-to-state sales and coordinates a milk producers' fund which enables Canadian products to compete in price on the international dairy marketplace. The Commission, since its inception in 1966, has a fine record for organizing sales of evaporated milk and milk powder.

For initial contact with any processor in the industry, the overseas buyer could begin by establishing a liaison with the National Dairy Council of Canada. This Council, founded in 1918, represents the industry's processing sector. Its members process 95 per cent of all of the milk produced in Canada. It includes national and multinational corporations, farmer-owned dairy processing cooperatives and family-owned enterprises.



Ultra-modern cheddar cheese manufacturing facilities of Fromagerie de Notre-Dame du Bon Conseil, one of the very few of this type in operation in the world..

Since the primary intention of the National Dairy Council of Canada

is the advancement of the Canadian dairy industry, the Council is well placed to contact would-be exporters from within the industry. Furthermore, the Council works in close harmony with the Dairy Farmers of Canada (which emerged from the Council as a separate organization in 1934) and the Canadian Dairy and Food Industries Supply Association. To initiate contacts for product, joint ventures or cooperation in nutritional research, technological developments and other aspects of a dairy economy, the National Dairy Council (see Directory Listing on page 71 of this issue) is an excellent source of information and an initial contact for interested parties from outside Canada. ■





**E**dible oils constitute an important area of commodity export for Canada, but clearly canola oil is the sector in which the most progress has been made over the past several years.

In 1978, the rapeseed industry in Canada adopted the name "canola" to identify the cultivars of *Brassica napus* and *Brassica campestris* which are genetically low in both erucic acids and glucosinolates.

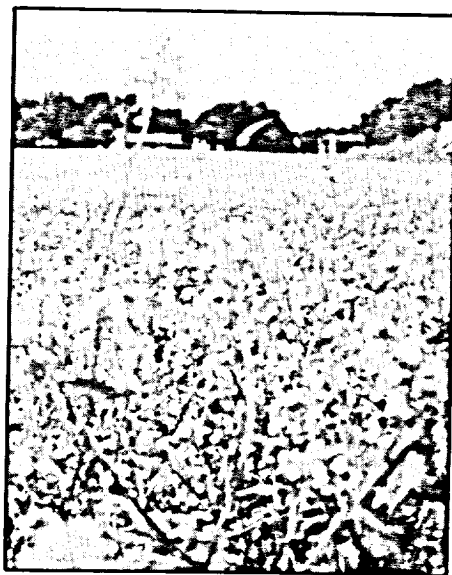
Canola oil is a high quality, exceptionally clear vegetable oil which is carefully processed in food plants where quality control takes priority. It has become Canada's most popular edible oil and is used by itself and in commercially prepared food products. A highly versatile oil, canola oil can be used as a salad oil, a frying oil, a cooking oil, a shortening and a margarine.

#### Liquid canola oil

Liquid canola oil is naturally "winterized", remaining clear and free-flowing even when refrigerated. It is an ideal salad oil, with a bland flavour, light colour and delicate aroma. Being very stable, it has an excellent shelf life. Liquid canola oil helps emulsify or blend ingredients, especially egg yolk/acid mixtures such as salad dressing and mayonnaise. It is often used in peanut butter because of this emulsifying quality. In addition, it makes an excellent frying or fonduing oil because it is more temperature-light-air stable than most vegetable oils; is reusable many times if strained after each use; will not transfer flavours from one food to another if more than one type is fried; will not "smoke" under normal frying temperatures because, like sunflower, soybean and corn oil, it has a high "smoke point"; and drains off more readily, leaving foods five to ten per cent lower in calories than those fried in melted shortening. Liquid canola oil also gives very good results when used in baking.

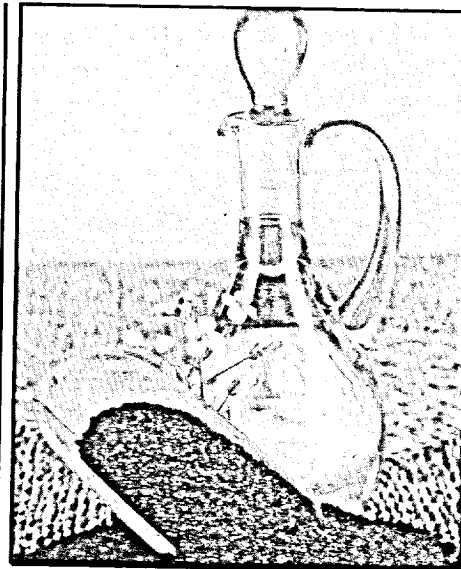
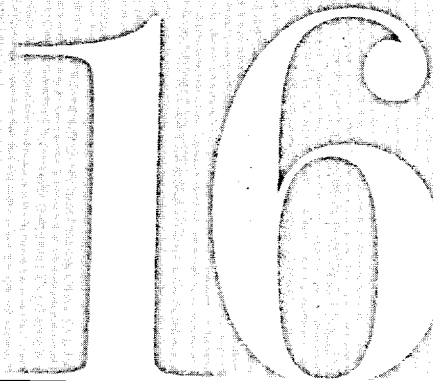
#### Solid canola oil

Solid canola oil is liquid canola that has been solidified (hydrogenated) by bubbling hydrogen through it. As a shortening, solid canola oil creams well, creating high, light, tender cakes with a moist, fine texture. It cuts into flour well, producing tender, very flaky pastry. As a margarine, it is a smooth-textured, pleasantly flavoured spread with a delicate aroma and gives very good results when used in baking. As a soft margarine, it contains up to 70 per cent of the fat in liquid, polyunsaturated form in



Canola field.

## CANOLA OIL: totally usable

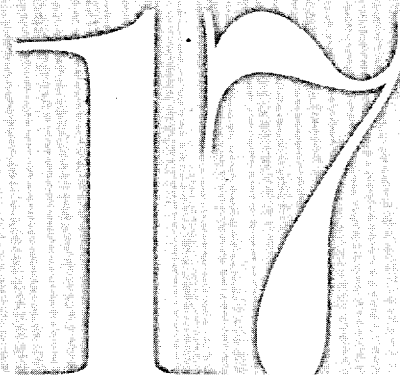


Liquid canola oil has an excellent shelf life.

a base of hydrogenated margarine. In this form, it spreads so easily, it will go twice as far as the same amount of hard margarine or butter.

With today's emphasis on health and fitness, canola products deserve special consideration. Competitively priced, derived from a totally usable oilseed — 40 per cent becomes oil, the remaining 60 per cent is used as a high protein animal feed — Canada's canola oil is exported around the world. In fact, Canada is the world's largest canola exporter. ■

# EXPORTING CANADIAN SWEETNESS: honey



The major nectar sources of Canadian honey are the widely-available clover honeys as well as sunflower, canola, buckwheat, and dandelion. Wildflowers are another major source, such as fireweed (found in burned-out or recently logged forest areas) and fruit-bearing plants commonly found in other open spaces, including raspberry, blackberry, blueberry and cranberry.

Canadian honey exports in 1984 totalled \$25,537,000 for 18,871,176 kg, purchased by 18 countries including those enumerated in this chart. ■

Various honeys produced in Canada.

**H**oney is an important ingredient in many of the world's cuisines. Canadian honey is known in other countries for its fine quality and delicious, mild flavour.

The Canadian Honey Council, an organization of honey producers and packers, has established the Canadian Honey Information Centre to provide information to consumers. Honey handling information and recipes have been developed to encourage young consumers especially to experience the versatility and beauty of Canadian honey, by using it in baking breads and in preparing appetizers, soups, salads, entrées, desserts, beverages and preserves. There are more than 20,000 registered beekeepers across Canada. Most are hobbyists who maintain only a few colonies. About 1,500 make most or all of their income from honey production.

Canadian beekeepers produce between 60 million and 100 million kgs of honey annually from about 700,000 hives. About 20 per cent is exported, mostly for blending with stronger-flavoured honeys from other parts of the world.



COUNTRY	QUANTITY (kg)	VALUE (\$000)
United States	15,607,593	20,598
West Germany	1,643,635	2,523
United Kingdom	476,906	645
Netherlands	404,812	526
France	279,323	465
Japan	261,356	427
Belgium/Luxembourg	60,794	91
Sweden	51,174	88
Switzerland	28,805	61
Italy	18,136	27
Ireland	15,023	26
Barbados	8,094	23

(Information published by Statistics Canada)



**C**anada produces some 75 per cent of the world's supply of maple syrup. Most of this syrup is shipped to the United States where it is marketed under several labels. For example, in 1984 of 6,233 tonnes of syrup produced, 5,438 tonnes of syrup and 291 tonnes of maple sugar were exported in bulk, mostly to the state of Vermont. Maple syrup is produced each spring by boiling down the sap of maple trees. It takes some 30 to 40 gallons of sap to make a gallon of syrup. Despite the introduction of sophisticated production technology, and perhaps to some extent because of it, the cost of maple syrup has risen steadily and maple syrup products have become a luxury, "gourmet" food.

Nevertheless, the unique and delicious flavour of maple syrup has steadily gained greater and greater favour and maple syrup is now shipped around the world. Recently, it became possible to dehydrate maple syrup. The resulting "granules", weighing one-third less than standard maple syrup, have an indefinite shelf life and need no refrigeration. As a natural sweetener, this new natural product is receiving increasing recognition from the hotel and restaurant market sectors and from health food advocates.

In fact, maple syrup contains more calcium than milk, has one-tenth the sodium in honey, has only 1.6 calories per average serving and is rich in vitamins (principally B5, niacin (PP), B2) and minerals (potassium, calcium, magnesium, manganese and phosphorus). Maple syrup, maple sugar, maple sugar candies, maple syrup and liqueur filled chocolates, even maple syrup liqueur... all excellent ways to sample a product which was first developed for use as an inexpensive alternative to cane sugar. ■

## THE ULTIMATE CANADIAN SWEET: maple syrup

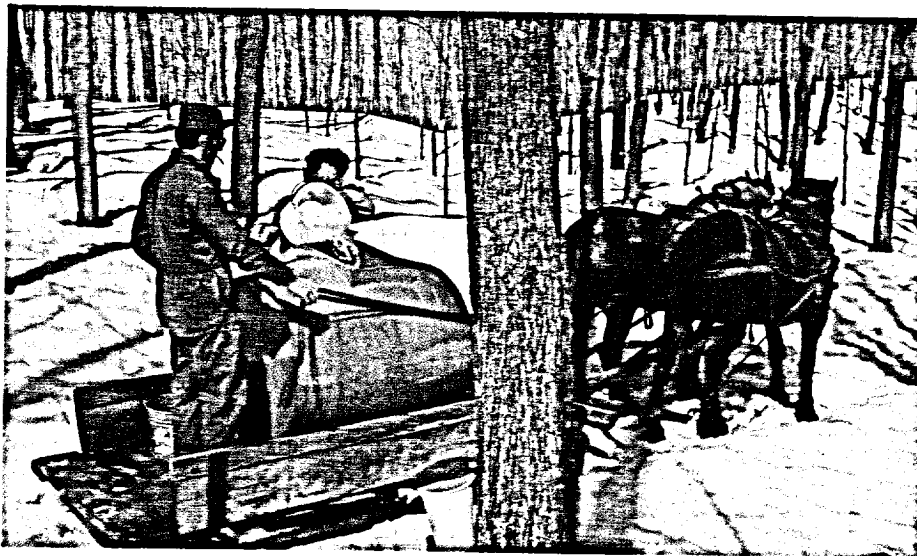
# 18

### MAPLE SYRUP EXPORTS (1984)

COUNTRY	QUANTITY (tonnes)	VALUE (\$000)
United States	5,438	18,872
Switzerland	247	803
Japan	151	503
West Germany	139	490
France	75	276
Australia	50	230

(Information published by Statistics Canada.)

The province of Quebec is Canada's main source of maple syrup.



### Maple sugar exports (1984)

COUNTRY	QUANTITY (tonnes)	VALUE (\$000)
United States	291	885
Sweden	159	671
Denmark	108	510

(Information published by Statistics Canada.)

## CANADIAN TRADING HOUSES: ensured efficiency

# 10

**C**anadian trading houses are non-manufacturing business entities engaged in exporting, importing, or a combination of both, between two or more countries. Their functions are designed to facilitate the sale and movement of goods and services from the seller in the exporting country to the buyer in the importing country.

The trading house sector in Canada is comprised of between 200 and 300 companies varying in size from one-person operations with small

annual revenues to those employing over fifty people and earning over \$5 million in revenue annually. It is estimated that a total of between \$15 billion and \$20 billion of Canadian exports is generated annually by the trading house sector.

Trading houses are highly specialized and aggressive international entrepreneurs capable of selling Canadian goods and services produced by others to the most distant and competitive inter-

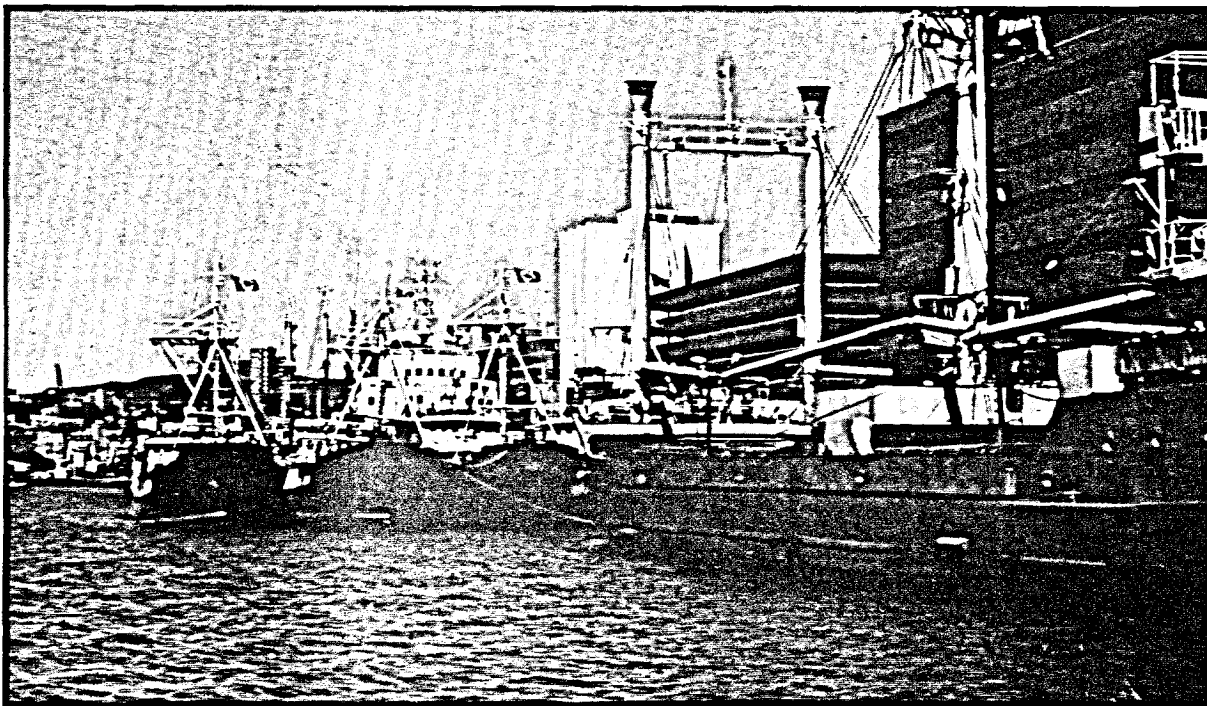
national markets. They most often concentrate their activities on specific lines of goods for specific markets, because of familiarity either with the product or with the market to which the goods will be exported. For example, food and fish products are two of the major categories of goods handled by Canadian trading houses.

In addition, many trading houses can also match the types of goods or services required in a particular international market with Canadian producers specializing in those commodities.

Trading houses can also play an important role for small-and medium-sized companies by providing vital international marketing data and by arranging details such as shipment consolidation to reduce transportation costs. On the other hand, companies already well versed in the various aspects of exporting often turn to a trading house when additional smaller markets are sought but the establishment of a local branch office cannot be justified.

Dealing with a trading house to secure Canadian food and fish products and other goods is an international customer's assurance of quality, prompt delivery and efficient, trouble-free transactions. ■

St. John's, Newfoundland



## FOOD PACIFIC '86

**F**ood companies from around the world are being invited to participate in Food Pacific '86, an international food and beverage trade show being held August 29 to September 2, 1986 in Vancouver, Canada. The exhibition is expected to attract 20,000 buyers and 900 exhibitors.

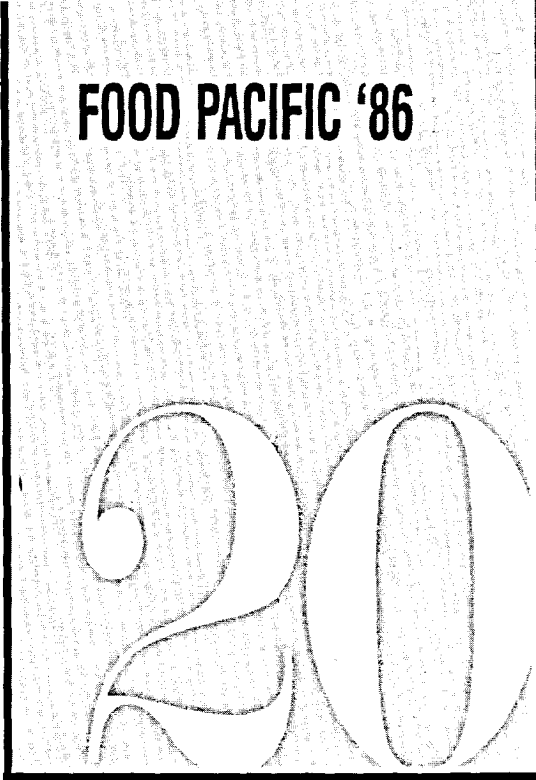
Food Pacific '86 will afford the opportunity for the world's sellers to meet the world's buyers and do business in a concentrated time frame of five days, in one location. Participants will include international food processors, brokers and trading companies. The show is trade only.

Food Pacific '86 is expected to attract participants from Canada, the United States and Pacific Rim countries and Europe and Africa as well.

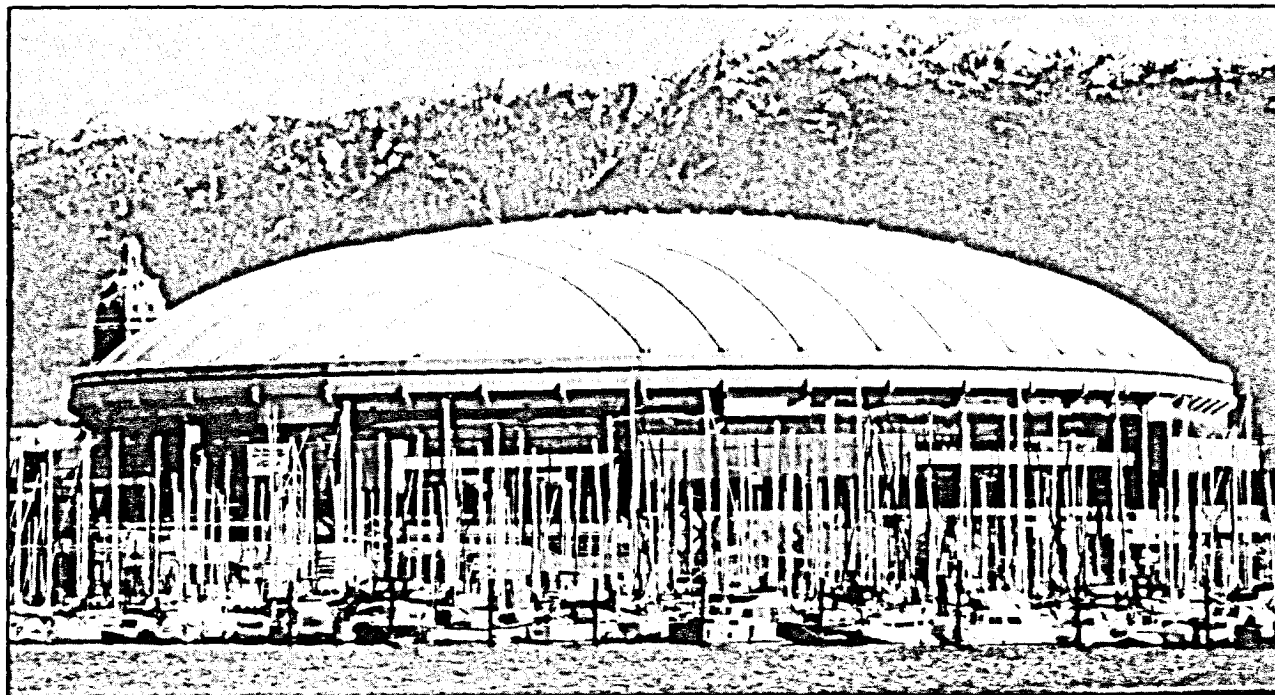
The food show, being held in conjunction with Expo '86, is hosted by the province of British Columbia in cooperation with the Government of Canada. Food Pacific '86 will be held in the B.C. Place Stadium which is covered, has a football-field size main floor, three concourses, with complete exhibit facilities, including hospitality and exhibit suites. The world's food companies planning to participate in Food Pacific '86 will find opportunities

to generate new business, initiate joint ventures and learn more about worldwide food markets and technology as well as see the newest food products and packaging. Vancouver, a seaport city with a spectacular natural setting, is Canada's gateway to other Pacific Rim countries and for this reason countries from the Pacific Rim will be highlighted each night of the show with a festival of food and entertainment. These occasions will provide exhibitors with the opportunity to entertain buyers.

Food companies wishing to expand their world markets should not miss Food Pacific '86. Representatives of governments or companies who want to participate or who would like more information about the exhibition should contact the coordinator:  
Linda J. Keen  
British Columbia Food Exhibitions Ltd.  
P.O. Box 29  
Victoria, British Columbia  
V8W 1A6



Food Pacific '86, Canada's international trade show on food, will occupy the unique premises of B.C. Place stadium, Vancouver.

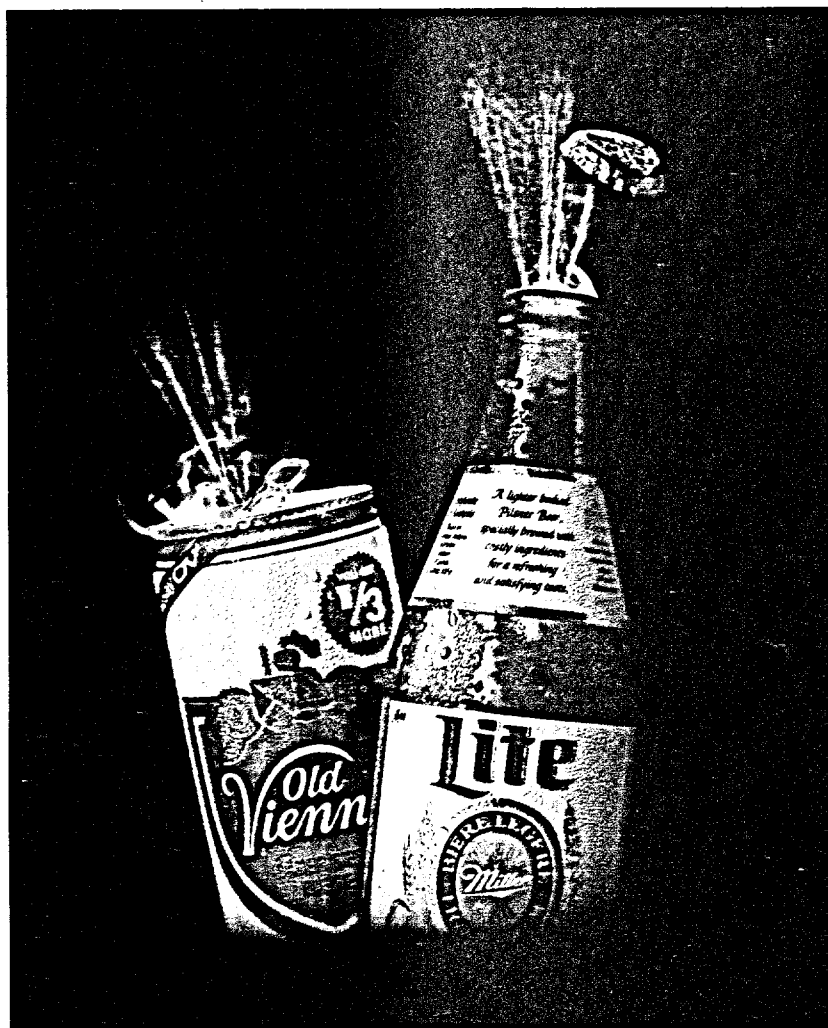


## CANADIAN BREWERIES: competitive, quality brands

# 21

**T**he French explorers brought to the New World a long-standing tradition as brewers; Intendent Jean Talon founded the

first commercial brewery in Canada in 1668, to combat the excessive use of alcoholic beverages in the young colony.



According to historians, the first settlers in New France came from regions of France where beer, rather than wine, was used for daily consumption.

Beer is one of the oldest beverages known and its popularity has continued on down through the centuries.

For some reason, in Canada lager and ale are both called beer in their respective areas of popularity.

In Quebec, ale is the favourite brew and it is commonly called "beer" whereas in other parts of the country such as British Columbia and the western and Atlantic provinces, lager is the favourite and it is called beer. In Ontario, both types are popular and both are called "beer" by their consumers.

The types of beer that are currently on the market in Canada are generally classified as follows:

Extra-light beers

1.1-2.5% alcohol by volume

Light beers

2.6-4.0% alcohol by volume

Regular beers

4.1-5.5% alcohol by volume

Malt liquours

5.6-7.0% alcohol by volume

Porter and stout

dark beers, sweet tasting with regular alcoholic strength

These alcohol by volume specifications vary somewhat by province but can be used as a general guideline to Canadian beer.

Extra light, light beers and malt liquors are brewed as lager beers to their own special recipes, except in Quebec where the basic brewing method is ale.

Bock beer is a darker beer that is especially brewed to celebrate the coming or arrival of spring. It is regular strength.

Porter and stouts are regular strength products that are dark in colour and sweeter tasting than regular beers.

Over 98 per cent of the beer consumed in Canada is produced by Canadian brewers in 39 plants operating in every province except Prince Edward Island. The brewing

industry's annual purchases of domestic materials and supplies are substantial (\$561 million in 1983). In the same year, barley malt alone cost over \$117 million; bottles bought in Canada came to over \$57 million; and cartons and labels amounted to over \$155 million.

#### **Carling O'Keefe Breweries of Canada Limited**

Carling O'Keefe Breweries has 3,450 employees and operates seven breweries in Canada, with an annual production capacity of approximately 6,720,000 hectolitres. The company manufactures and sells brewery products in Ireland through a wholly owned subsidiary, Beamish & Crawford plc. Annual production of this brewery is approximately 290,000 hectolitres. Beer is distributed either through independent distributors or directly to retail outlets. Principal brands are Carling Black Label, Carlsberg and Bass. Carling O'Keefe has sold and licensed its brands internationally for many years. Black Label is produced or sold in 15 countries worldwide and

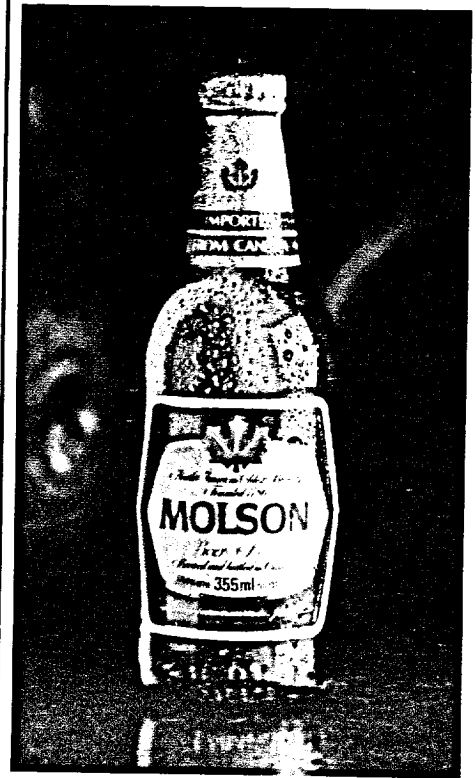
is the largest selling lager in the United Kingdom.

#### **Molson Breweries of Canada Limited**

Founded in Montreal in 1786, Molson is North America's oldest brewer, producing and marketing 26 brands of beer from 10 breweries in Canada, and exporting four brands of beer to the United States and select brands to the United Kingdom, the Caribbean and Japan. A new Montreal brewhouse which became operational in 1985, brings capacity of Molson's Montreal facility to 4.0 million hectolitres. In addition, Molson's new integrated Production Technical Centre combines engineering, scientific and technical resources under one roof for better communication, cost efficiency and service to all brewing operating divisions.

#### **Labatt Brewing Company Limited**

Labatt Brewing markets 35 brands of quality beer, ale, malt liquor and stout. The firm operates twelve plants across Canada, with a total brewing capacity of 9.6 million



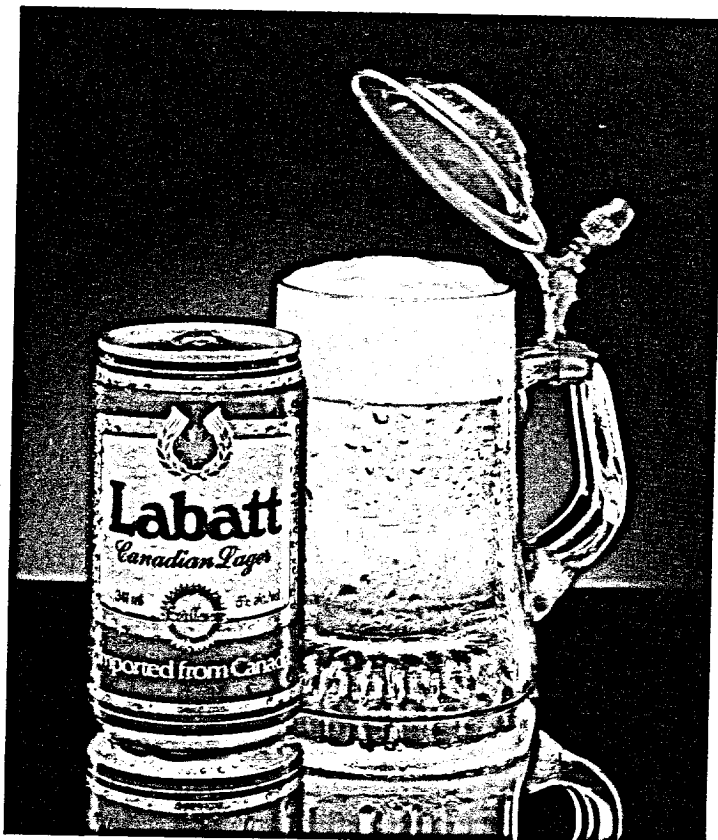
hectolitres.

Labatt Importers markets beer and ale through independent distributors in 35 states in the United States, covering all major markets for import beer. Labatt beer is the only Canadian beer available at the world famous EPCOT Centre in Florida. The firm has also begun shipments of "Labatt's Blue" to Japan and has recently experienced appreciable sales increases in both the United Kingdom and Caribbean markets.

#### **Moosehead Breweries Limited**

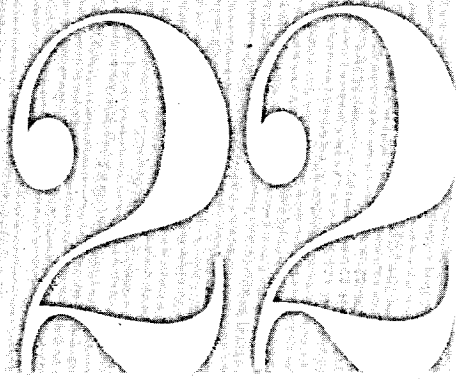
Moosehead, one of the few remaining independent breweries in Canada, moved into the United States marketplace in 1978. Given the unprecedented success garnered by Moosehead Canadian lager beer in the initial 26 states where it was introduced, export activity now covers all 50 states.

Canadian brewery products continue to grow in popularity in almost all regions of the world and Canada's breweries are known for their quality, competitive packaging and pricing and extensive new brand activity. ■





## DISTILLING IN CANADA: a spirited industry



**D**istilled beverages are among the earliest "Made in Canada" products and today constitute one of the most important fully-manufactured products exported from our country.

Alcoholic beverages have been made and enjoyed by man since the dawn of recorded history. Canada's first known commercial distiller was a French Canadian who began making rum in Quebec City; the year was 1769.

From that small, one-man operation, the Canadian distilling industry has grown to include 31 licensed distilleries in eight provinces. Two of these Canadian companies rank among the largest distillers in the world, exporting their products to more than 100 countries.

The products of the Canadian distilling industry cover a wide range of distilled spirits including whisky, rum, gin, vodka, brandy, and liqueurs.

Canadian whisky (also referred to as rye whisky) is known and admired around the world for its distinctive character and light body.

The Canadian distilling industry directly employs some four thousand people. Many times this

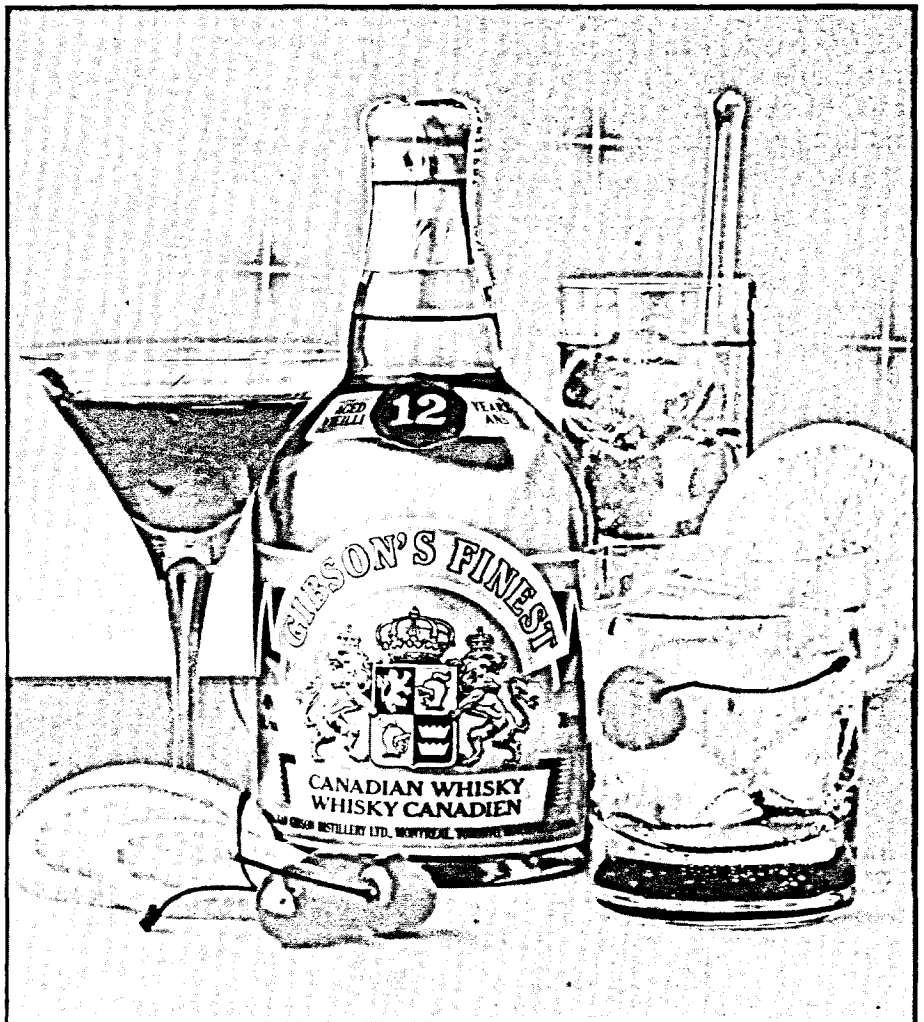
number of Canadians are indirectly dependent on the distilling companies for their livelihood, including employees of the provincial liquor

boards and commissions, employees of firms which manufacture and supply distillers with barrels, bottles, corks, labels, cases, and so on, and employees of transport companies which ship the industry's raw material and finished products.

Each year, the Canadian distilling industry purchases more than \$300 million worth of raw materials. It is also an important user of such services as electrical power and communications systems.

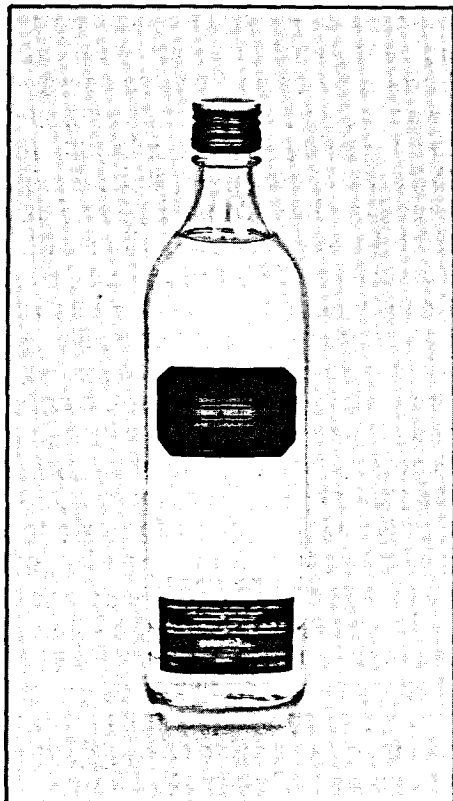
In addition, the Canadian distilling industry is one of the largest providers of government revenue. Federal excise duty from this source alone amounts to more than half a billion dollars per year.

In Canada, the sale of distilled spirits is controlled by the provincial and territorial governments. Each operates like a large corporation, buying and selling manufactured goods for a profit, setting



The distinctive character and light body of Canadian whisky have made it a worldwide favourite.





Silent Sam Premium Vodka, a Schenley Canada product, has recently been introduced to the Japanese market.

their own retail prices and establishing their own marketing practices. This retail operation carried on by the provinces is of major financial importance to them. Revenues from this source amount to more than one billion dollars per year, based on spirits sales alone.

For over one hundred years, Canadian whisky has been earning respect for Canadian-made goods throughout the world. Today it stands as one of Canada's leading fully-manufactured export products. Canadian whisky exported to world markets brings over \$300 million into Canada each year. The Canadian distilling industry has grown with the nation until today it stands as a national industry of major importance to Canada. ■



Meaghers' oak-aged Canadian whisky.

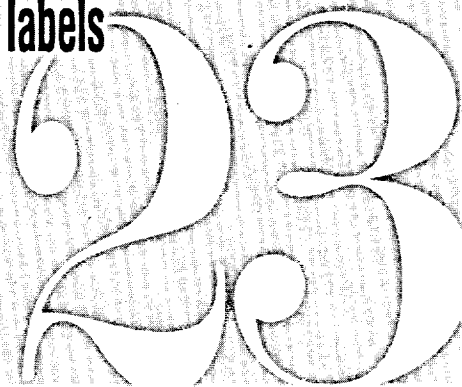
### EXPORTS OF CANADIAN WHISKY 1984

COUNTRY	QUANTITY IN LITRES OF ABSOLUTE ALCOHOL	VALUE IN \$,000	COUNTRY	QUANTITY IN LITRES OF ABSOLUTE ALCOHOL	VALUE IN \$,000
United Kingdom	261,672	1,930	Hong Kong	9,082	99
Austria	1,787	14	Malaysia	1,217	12
West Germany	193,091	1,530	Singapore	2,131	24
Sweden	266,565	1,177	Peoples R. China	503	12
Switzerland	15,174	136	South Korea	27,815	260
Japan	485,734	2,849	Philippines	391	3
Australia	55,607	434	Taiwan	13,561	182
New Zealand	7,280	62	Thailand	1,980	28
Argentina	470,075	2,116	Fiji	1,222	3
Bahamas	35,606	264	Brazil	195	2
Neth. Antilles	15,176	151	Venezuela	4,437	40
United States	85,232,460	349,022	Bermuda	13,386	128
Belgium-Luxemburg	114,567	798	Barbados	3,254	30
Finland	10,914	101	Jamaica	5,180	50
France	8,564	91	Leew-Wind Is.	8,256	102
Iceland	1,647	18	Trinidad-Tobago	2,202	17
Italy	46,394	447	Costa Rica	271	2
Netherlands	39,472	172	Dominican Rep.	195	2
Norway	4,015	33	Fr. West Indies	250	3
Hungary	1,000	5	Panama	9,095	71
Israel	3,509	33	Puerto Rico	16,120	164
South Africa	1,131	17	U.S. Virgin Is.	40,032	418
C. Wealth Africa NES	3,932	34	St. Pierre-Miq.	5,185	25
Spanish Africa	3,840	29			

TOTALS: QUANTITY IN LITRES OF ABSOLUTE ALCOHOL: 87,445,172  
 VALUE IN \$,000: 363,142

Information published by Statistics Canada.  
 NES: Not elsewhere specified.

**CANADA'S  
WINERIES:  
premium  
quality  
labels**

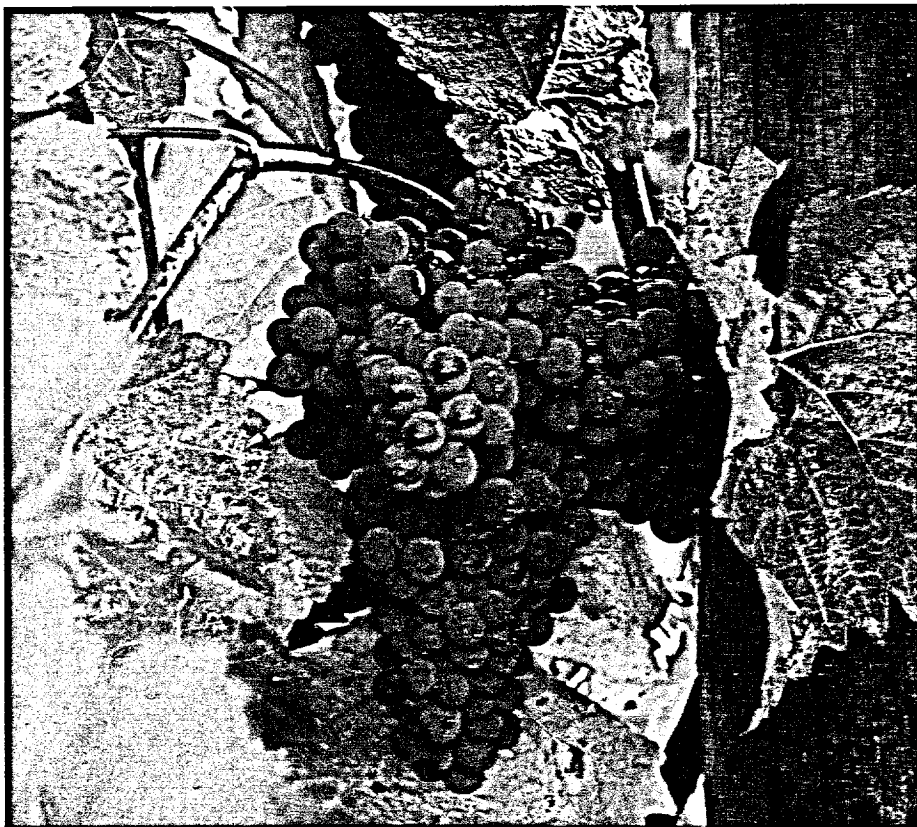


wines have won awards and recognition in North America and Europe. "Adagio" light wine was awarded gold and silver medals at the prestigious Monde Selection (Madrid, Spain, 1984) and Ljubljana International Wine Fair (30th International, Ljubljana, Yugoslavia, 1984) respectively. Chateau-Gai, part of the John Labatt group of companies, has wineries in Scoudouc, New Brunswick; Niagara Falls, Ontario; and Calgary, Alberta. A winery in Penticton, British Columbia, uses the "Casabello" brand name. Chateau-Gai is known for high quality wines and a wide variety of innovative wine products. "Alpenweiss" is a Chateau-Gai brand that has been successfully challenging foreign wines in meeting discriminating taste requirements of Canadians. With "Capistro", Chateau-Gai introduced the first light wine in Canada, and is now the leader in the growing light wine category.

**A**lthough wines are not usually considered to be one of Canada's premium exports, many very fine Canadian wineries do produce excellent vintage wines. As they are given more exposure to international markets, they are also steadily gaining recognition among the world's wine connoisseurs. A pioneer by the name of George Barnes founded Canada's oldest winery in the heart of Ontario's wine country. Located along the banks of the original Welland canal, this 19th century hand-hewn stone building is still an integral part of the modern winery known today as Barnes Wines Limited. From the sherries and ports of those early days — still being made in the traditional manner and brought to maturity in oak casks and vats — to the internationally acclaimed "Limited Edition" wines of superior quality, the Barnes winery of today combines traditional winemaking skills born out of generations of experience with modern techniques to produce wines that are indeed worthy successors to a heritage that goes back over one hundred years. Today, Barnes Wines is situated on eight hectares and includes cellars with the capacity for 1.2 million gallons, modern vinting, bottling,

warehousing and administration facilities, and ranks among the most progressive of Canada's wine companies. Thirty different wines are produced including table, sparkling and dessert wines. Barnes

Ripe grapes.



“Mini-Cask” was another first, not just in Canada, but in North America. These fine wines are packaged in a light weight, plastic-coated and foil-lined compact container which is both convenient to handle and cost efficient, and which produces excellent product protection.

“Canada Cooler”, a recent introduction which has met with wide consumer success, is a refreshing blend of white wine, sparkling mineral water and citrus juices.

Jordan & Ste-Michelle Cellars Ltd., wine operations of Carling O’Keefe Limited, has plants in Surrey, British Columbia and St. Catharines, Ontario. The company produces Spumante Bambino, Maria Christina, Toscana and Interlude wines, all highly popular in all major Canadian markets. In 1984, Jordan & Ste-Michelle Cellars sales volume reached 226,000 hectolitres and sales revenue was \$59,348,000. In addition, the company markets several brands of cider which have recorded excellent growth on Canadian markets.

Andrés Wines Ltd. began operations in Port Moody, British Columbia in 1961 as a small regional family controlled private company. Today, Andrés is a Canadian controlled public company with shares trading on the Toronto, Montreal and Vancouver Stock Exchanges.

As Canada’s premier vintner Andrés has led the industry in sales, market share and profitability for the past several years. In the course of the past decade the company’s wines have been honoured for product excellence no less than 100 times in competitions in Canada and throughout the world.

The company operates wineries in six provinces in Canada and exports wines to the United States and Japan.

In July, 1975, Inniskillin was given the first Ontario Wine License since 1929. Established in Niagara-on-the-Lake, and deriving its name

from the early history of the area, Inniskillin produces and bottles outstanding wines from select wine grapes grown in the Niagara Peninsula, one of Canada’s foremost wine growing regions.

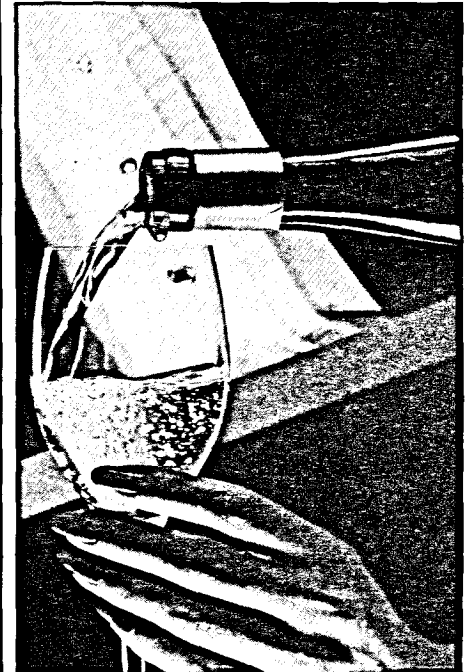
Inniskillin has gradually introduced new vintages, among them classic European varieties which the winery feels are the beginning of a new era of winemaking in Canada.

Mission Hill Vineyards is located high on a hill, in the heart of the Okanagan Valley in British Columbia, overlooking the vineyards and Lake Okanagan below.

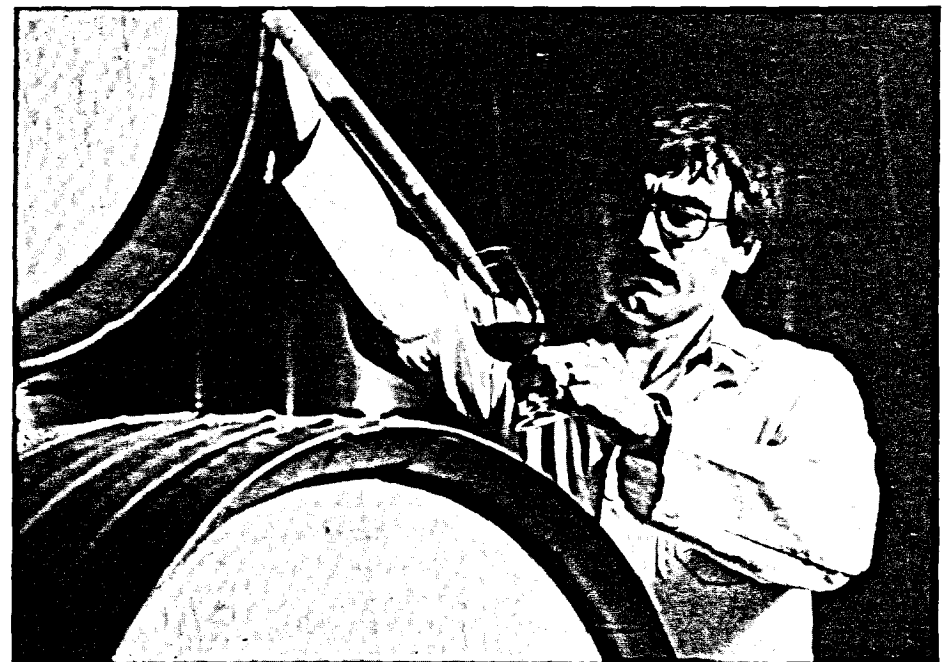
There is a unique micro-climate in the valley that follows a 90 km long lake. Small cactus grow here as do fine vines and fruit trees. It is because of this, the soil and the vineyards that Anthony von Mandl and Nick Clark founded Mission Hill Vineyards in 1981. Since then, the winery has come to be widely recognized for the production of premium quality wines. In keeping with their quality image, many Mission Hill wines are chosen for Canadian state functions such as Queen Elizabeth’s visit to Canada in 1982 and official state dinners hosted by Canada’s prime minister.

Mission Hill products are found in most Canadian provinces and a limited number of export markets, among them Denmark and Japan. Canada’s wineries are becoming increasingly popular on world markets and are garnering international acclaim. ■

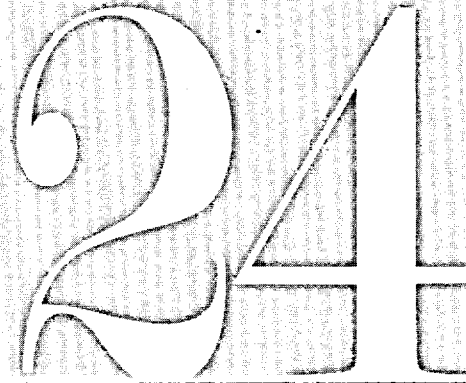
Andrés wines have been honoured in competitions throughout the world. Andrés exports wines to the United States and Japan.



Daniel Lagnaz, oenologist, tests wine at Mission Hill Vineyards, British Columbia.



# CANADA WORLDWIDE



## WORLDWIDE EXPORT SALES:

**Agrinove, Coopérative Agro-Alimentaire:** evaporated milk  
**Agropur, Coopérative Agro-Alimentaire:** milk powder and evaporated milk  
**Caesar Canning Ltd.:** fruit juices, drinks and carbonated beverages  
**Carling O'Keefe Ltd.:** sale and licensing of brewery products  
**Clouston Foods:** broker, exporter, importer, primary distributor of fish and seafood products  
**Cobi Foods Inc.:** formulated products; canned and frozen fruits and vegetables; juices; drinks; jams and pickles  
**Connors Bros. Ltd.:** sardines and a variety of fish products  
**Coopérative Fédérée de Québec:** meat and dairy products  
**Crush Canada Inc.:** Hires root beer extract  
**Kellogg Salada Canada Inc.:** jelly powders; salad jellies; teas; flavoured crystals; hot chocolate mix  
**Maple Leaf Seafoods Ltd.:** fish products  
**McCain Foods Limited:** frozen and dehydrated potato products; vegetables; desserts; juices and juice drinks; cheeses, entrées  
**Multi-National Sales Ltd.:** meat and meat products; shortening; vegetable oil; vegetables and fruits

(frozen, canned, dried); food preparations (soups, spices, seasonings); fish (salted and canned)

**Nestlé Enterprises Ltd.:** coffees, teas, related products; juices and drinks; puddings; pasta products; mineral and spring water; entrées; vegetables; side dishes; processed potatoes  
**Pillsbury Canada Ltd.:** canned and frozen vegetables; prepared foods; juices; frozen food items  
**Robin Hood Multifoods Inc.:** flours, baking and specialty mixes; oats; pickles, relishes, sauces; industrial products; agri products; away-from-home eating  
**Ronald A. Chisholm Ltd.:** trading house dealing in a variety of food products including meat, poultry, dairy and fish products  
**Simnar Inc.:** fish processing equipment  
**Terra Nova Fishery Company Ltd.:** processed surimi (made with Atlantic cod); imitation crab meat; imitation scallop line  
**Wander Foods:** confectionery products

## AFRICA

**Agrinove, Coopérative Agro-Alimentaire:** UHT milk  
**Cold Springs Farm:** poultry; frozen whole turkey and parts

**Poss Design Ltd.:** deboning systems  
**Simnar Inc.:** fish processing equipment

## ASIA

**Mo-Na Food Enterprises Ltd.:** Matsutake mushrooms

## CARIBBEAN ISLANDS

**Agrinove, Coopérative Agro-Alimentaire:** UHT milk  
**Cavendish Farms:** frozen potato products; green peas; other vegetable and fruit items  
**Colonial Cookies:** cookies, biscuits, iced wafers, sugar wafers  
**Dover Mills Ltd.:** bakery flour; family flour; millfeeds  
**Exportation Gaspé Cured Inc.:** genuine Gaspé cure slack salted dried codfish; ordinary cure codfish  
**Grenadier International Ltd.:** Milk Mate instant syrups; Neilson confectionery, beverage crystals, baking cocoa; biscuits  
**Labatt Brewing Co. Ltd.:** brewery products  
**Portage Trade Development: J.M. Schneider Inc.** processed meat products; dairy products; frozen pastry products; F.G. Bradley Inc. meat products; National Consolidated Food Brands cheese and frozen pastry products.

## CENTRAL AMERICA

**Export Packers Co. Ltd.:** meat and egg products

## EUROPE

**Cavendish Farms:** frozen potato products; green peas, other vegetable and fruit items  
**Cobi Foods Inc.:** IQF wild blueberries  
**Expofoods (Canada) Ltd.:** fish products  
**Export Packers Co. Ltd.:** meat and egg products  
**Exportation Gaspé Cured Inc.:** fish products  
**Highland Fisheries Ltd.:** fresh and frozen fish fillets  
**Humboldt Flour Mills Co. Ltd.:** seeds  
**Intercontinental Packers Ltd.:** meat offals

**Island Fish Exports Inc.:** eels, lampreys

**Mo-Na Food Enterprises Ltd.:** wild mushrooms, mushroom soups and sauce mixes; wild berry products

**Turkey Hill Sugarbush Ltd.:** maple syrup, dehydrated maple syrup, maple sugar, maple syrup filled chocolates, maple butter

#### **FAR EAST**

**Cavendish Farms:** frozen potato products; green peas; other vegetable and fruit items

**Grenadier International Ltd.:** instant syrups; biscuits

#### **MIDDLE EAST:**

**Dover Mills Ltd.:** flour, millfeeds

**Grenadier International Ltd.:** syrups

**Turkey Hill Sugarbush Ltd.:** maple syrup, maple sugar and related products

#### **PACIFIC RIM:**

**Ault Foods Ltd.:** milk powders

#### **SCANDINAVIA:**

**Cobi Foods Inc.:** corn, kidney beans, IQF blueberries

**Sid's Sunflower Seeds (1974) Inc.:** various seeds

#### **SOUTH AFRICA:**

**ABCO Industries Ltd.:** fish unloading systems

#### **SOUTH AMERICA:**

**Agrinove, Coopérative Agro-Alimentaire:** UHT milk

**Ault Foods Ltd.:** milk powders  
**Expofoods (Canada) Ltd.:** fish products

**Export Packers Co. Ltd.:** meat and egg products

**Exportation Gaspé Cured Inc.:** codfish products

#### **UNITED KINGDOM:**

**ABCO Industries Ltd.:** fish unloading systems

**Ault Foods Ltd.:** cheddar cheese

**Berryland Foods:** canned and frozen asparagus, canned cherries

**Cobi Foods Inc.:** corn, kidney beans

**Labatt Brewing Co. Ltd.:** brewery products

**Lovell & Christmas (Canada) Inc.:** dairy products; fish; meat; poultry; nuts; fresh and dried fruit

**Northern Goose Processors Ltd.:** processed goose; gourmet food products

**Portage Trade Development:** processed meats; fresh meat; dairy products; frozen pastry products, under various brand names

**Wander Foods:** Poppycock candy; pecans; popcorn

#### **WESTERN EUROPE:**

**Sid's Sunflower Seeds (1974) Inc.:** various seeds

**Canada West Trading Co.:** trading house handling a complete line of food products

#### **ALGERIA**

**Coopérative Fédérée de Québec:** dairy products

**Prince Edward Island Potato**

**Marketing Board:** seed and table potatoes, white-skinned, yellow-fleshed, red-skinned, Russet

#### **ANTIGUA**

**Farmers Co-Operative Dairy Ltd.:** long life dairy and juice products

#### **ARGENTINA**

**Prince Edward Island Potato**

**Marketing Board:** seed and table potatoes, white-skinned, yellow-fleshed, red-skinned, Russet

#### **AUSTRALIA**

**ABCO Industries Ltd.:** fruit and vegetable blanchers

**Berryland Farms:** canned and frozen asparagus; canned cherries

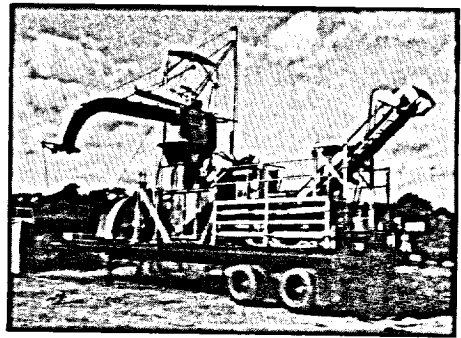
**Cavendish Farms:** frozen potato products; green peas; other vegetable and fruit items

**Golden Valley Processors Inc.:** cranberry sauce

**Mrs. Whytes Products Inc.:** pickles, pickled peppers, onions, beets, horseradish, sauerkraut, marinated herring

#### **BAHAMAS**

**Cold Springs Farm:** poultry; whole turkey and parts



Fish unloading system with weigh station and elevating conveyor.

#### **BAHRAIN**

**Grenadier International Ltd.:** Neilson confectionery products; beverage crystals; baking cocoa

#### **BARBADOS**

**Cold Springs Farm:** poultry; frozen whole turkey and parts

**Coorsh Division, Multifoods Inc.:** smoked meat rounds; wieners; salami; pepperoni

#### **BERMUDA**

**Cavendish Farms:** frozen potato products; green peas, other vegetable and fruit items

**Coorsh Division, Multifoods Inc.:** wieners

**Dover Mills Ltd.:** bakery flour; family flour; millfeeds

Dehydrated, fresh, and brined mushrooms.



**Farmers Co-Operative Dairy Ltd.:** long life dairy and juice products  
**Portage Trade Development:** processed meats; fresh meat; dairy products; frozen pastry products, under various brand names  
**Prince Edward Island Potato Marketing Board:** seed and table potatoes, white-skinned, yellow-fleshed, red-skinned, Russet

**BRAZIL**

**Exportation Gaspé Cured Inc.:** genuine Gaspé cure slack salted dried codfish; ordinary cure codfish  
**Prince Edward Island Potato Marketing Board:** P.E.I. potatoes



Total control of every production phase provides an end-product quality that is the very best possible.

**CHINA**

**Quadro Engineering Inc.:** food processing equipment

**COSTA RICA**

**Prairie Malt Ltd.:** brewer's and distillers' malt; malt sprout pellets

**CUBA**

**Prince Edward Island Potato Marketing Board:** P.E.I. potatoes

**DOMINICA**

**Cold Springs Farm:** poultry; frozen whole turkey and parts

**DOMINICAN REPUBLIC**  
**Brunswick International Seafood Ltd.:** bloaters

**ENGLAND**

**Mrs. Whyte's Products Inc.:** pickles, pickled peppers, onions, beets, sauerkraut, marinated herring, horseradish, olives  
**Papineau Foods (1983) Inc.:** boneless beef and specialty cuts of meat  
**Sid's Sunflower Seeds (1974) Inc.:** variety of seeds

**FRANCE**

**ABCO Industries Ltd.:** fish unloading systems  
**Lovell & Christmas (Canada) Inc.:** trading house dealing in dairy products; fish; meats; poultry; nuts; fresh and dried fruit  
**Poss Design Ltd.:** deboning systems

**GERMANY**

**ABCO Industries Ltd.:** fish unloading systems  
**Girard Inc.:** cut wax beans  
**D. Goldman & Sons Ltd.:** lobsters and eels  
**Lovell & Christmas (Canada) Inc.:** trading house dealing in dairy products; fish; meats; poultry; nuts; fresh and dried fruit  
**Peximo Import-Export Ltd.:** trading house dealing in canned vegetables  
**Portage Trade Development:** processed meats; fresh meat; dairy products; frozen pastry products, under various brand names  
**Simnar Inc.:** fish processing equipment  
**T. and H. Fisheries Ltd.:** lumpfish roe

**GREECE**

**Brunswick International Seafood Ltd.:** Dutch style golden smoked herring  
**Marco Pêche Ltd.:** wide variety of fish products  
**Prince Edward Island Potato Marketing Board:** P.E.I. potatoes

**GRENADA**

**Cold Springs Farm:** poultry; frozen whole turkey and parts

**HAITI**

**Brunswick International Seafood Ltd.:** bloaters

**HOLLAND:**

**D. Goldman & Sons Ltd.:** lobster

**HONG KONG**

**Cold Springs Farm:** poultry; frozen whole turkey and parts  
**Island Fish Exports Inc.:** eels and lampreys  
**Lovell & Christmas (Canada) Ltd.:** trading house dealing in dairy products; fish; meats; poultry; nuts; fresh and dried fruit  
**Northern Goose Processors Ltd.:** processed goose; gourmet food products  
**Prairie Malt Ltd.:** brewers' and distillers' malt; malt sprout pellets  
**Terra Nova Fishery Company Ltd.:** frozen and dried squid

**ICELAND**

**Dover Mills Ltd.:** bakery flour; family flour; millfeeds  
**Simnar Inc.:** fish processing equipment

**INDONESIA**

**Prairie Malt Ltd.:** brewers' and distillers' malt; malt sprout pellets

**ISRAEL**

**Simnar Inc.:** fish processing equipment

**ITALY**

**Exportation Gaspé Cured Inc.:** genuine Gaspé cure slack salted dried codfish; ordinary cure codfish  
**Prince Edward Island Potato Marketing Board:** P.E.I. potatoes

**JAMAICA**

**Prairie Malt Ltd.:** brewers' and distillers' malt; malt sprout pellets



## JAPAN

**Agropur, Coopérative Agro-Alimentaire:** specialty cheese

**Andrés Wines Ltd.:** Baby Duck sparkling wine

**Berryland Foods:** canned and frozen asparagus; canned cherries; frozen kernel corn

**Caesar Canning Ltd.:** Caesar cocktail; Caesar's Shandy; Mission San Juan fruit juice

**Cobi Foods Inc.:** wild blueberries

**Cold Springs Farm:** poultry; frozen whole turkey and parts

**Coopérative Fédérée de Québec:** meat products

**Dean's Chocolates Ltd.:** novelty chocolates

**Export Packers Co. Ltd.:** meat and egg products

**Golden Valley Processors Inc.:** honey sweetened jams

**Intercontinental Packers Ltd.:** frozen pork

**Labatt Brewing Co. Ltd.:** brewery products

**Madelpêche Inc.:** crab sections; ocean perch

**Manco Dairies:** white cheddar cheese

**Marco Pêche Ltd.:** wide variety of fish products

**Papineau Foods (1983) Inc.:** boneless beef and specialty cuts of meat

**Portage Trade Development:** processed meats; fresh meat; dairy products; frozen pastry products, under various brand names

**Poss Design Ltd.:** deboning systems

**Prairie Malt Ltd.:** brewers' and distillers' malt; malt sprout pellets

**T. and H. Fisheries Ltd.:** frozen redfish and capelin

**Terra Nova Fishery Company:** female capelin with roe; frozen and dried squid

**Turkey Hill Sugarbush Ltd.:** maple syrup, maple sugar and related products; dehydrated maple syrup

## KOREA

**Prairie Malt Ltd.:** brewers' and distillers' malt; malt sprout pellets

## LIBYA

**Coopérative Fédérée de Québec:** dairy products

## MALAYSIA

**Prairie Malt Ltd.:** brewers' and distillers' malt; malt sprout pellets

## MEXICO

**ABCO Industries Ltd.:** fish unloading systems

**Agrinove, Coopérative Agro-Alimentaire:** UHT milk

**Ault Foods Ltd.:** infant formulae

## NEW ZEALAND

**Quadro Engineering Inc.:** food processing equipment

**Sid's Sunflower Seeds (1974) Ltd.:** variety of seeds

**Simnar Inc.:** fish processing equipment

**Turkey Hill Sugarbush Ltd.:** maple syrup, maple sugar and related products, dehydrated maple syrup

## NIGERIA

**Coopérative Fédérée de Québec:** dairy products

## PANAMA

**Prince Edward Island Potato Marketing Board:** P.E.I. potatoes

## PERU

**Prairie Malt Ltd.:** brewers' and distillers' malt; malt sprout pellets

## PHILIPPINES

**Prairie Malt Ltd.:** brewers' and distillers' malt; malt sprout pellets

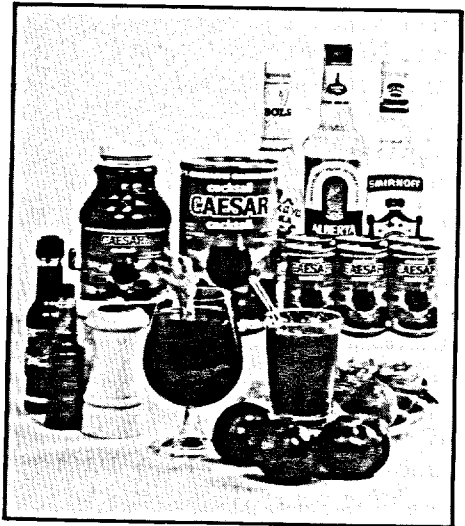
## PORTUGAL

**Exportation Gaspé Cured Inc.:** genuine Gaspé cure slack salted dried codfish; ordinary cure codfish

**Prince Edward Island Potato Marketing Board:** P.E.I. potatoes

## PUERTO RICO

**Exportation Gaspé Cured Inc.:** genuine Gaspé cure slack salted dried codfish; ordinary cure codfish



The perfect ingredients for a "Bloody Caesar" cocktail: Canadian vodka and Canadian-made Caesar cocktail.

## REPUBLIC OF IRELAND

**Carling O'Keefe Ltd.:** brewery products

## SAUDI ARABIA

**Simnar Inc.:** fish processing equipment

## SINGAPORE

**Terra Nova Fishery Company Ltd.:** frozen and dried squid

## SPAIN

**Exportation Gaspé Cured Inc.:** genuine Gaspé cure slack salted dried codfish; ordinary cure codfish

**Prince Edward Island Potato Marketing Board:** P.E.I. potatoes

## ST. VINCENT

**Cold Springs Farm:** poultry; frozen whole turkey and parts

## SWEDEN

**Caesar Canning Ltd.:** Caesar cocktail

**Ferroclad Fishery Ltd.:** lake herring caviar; lake herring

**T. and H. Fisheries Ltd.:** herring fillets

**TAIWAN**

**Terra Nova Fishery Company Ltd.:** female capelin with roe

**THAILAND**

**Poss Design Ltd.:** deboning systems

**UNITED STATES**

**Agrirove, Coopérative Agro-Alimentaire:** yogurt drink and juice with skim milk added

**Agropur, Coopérative Agro-**

**Alimentaire:** specialty cheese

**Andrés Wines Ltd.:** Baby Duck sparkling wine; Hochtaler white table wine

**Ault Foods Ltd.:** cheddar cheese

**Brunswick International Seafood Ltd.:** Dutch style golden smoked herring

**Caesar Canning Ltd.:** Caesar cocktail

**Canadian Pizza Crust (Western) Ltd.:** pre-made pizza crusts; dough balls; pizza-related products

**Cavendish Farms:** frozen potato products; green peas; other vegetable and fruit items

**Cold Springs Farm:** poultry; frozen whole turkey and parts;

**Colonial Cookies:** cookies; biscuits, iced wafers; sugar wafers;

Maple Leaf cookies

**Coopérative Fédérée de Québec:** meat products

**Coorsh Division, Multifoods Inc.:** smoked meat briskets; rounds

**Dean's Chocolates Ltd.:** assorted chocolates

**Expofoods (Canada) Ltd.:** sales agents dealing in a variety of fish products

**Export Packers Co. Ltd.:** meat and egg products

**Exportation Gaspé Cured Inc.:** Gaspé cure and ordinary cure codfish

**Ferroclad Fishery Ltd.:** lake herring caviar; whitefish; lake trout; walleye pike

**Forcrest Foods Ltd.:** Canadian style crumpets

**Girard Inc.:** canned peas, cut wax beans, cut green beans, beets, carrots, peas and carrots

**Golden Valley Processors Inc.:**

jams

**D. Goldman and Sons Ltd.:** wide variety of fish products

**Highlands Fisheries Ltd.:** fresh and frozen fish fillets

**Intercontinental Packers Ltd.:** fresh and frozen pork; processed meats

**Islands Metal Fabricators Ltd.:** vegetable processing equipment; fish off-loading and processing equipment

**Labatt Brewing Co. Ltd.:** brewery products

**Labonté Honey Inc.:** natural honey, liquid and creamy; honey jelly; honey candy; honey cookies; honey combs and natural pollen flowers

**Lovell & Christmas (Canada) Ltd.:** trading house dealing in dairy products; fish; meats; poultry; nuts; fresh and dried fruit

**Madelipêche Inc.:** wide variety of fish products

**Manco Dairies:** cheddar cheese; specialty cheese; butter

**Marco Pêche Ltd.:** wide variety of fish products

**Marsan Foods Ltd.:** frozen entrées, pizzas, pastas, soups, prepared foods

**Mo-Na Food Enterprises Ltd.:** Canadian wild mushrooms, fresh, dehydrated, brined, frozen; mushroom soup and sauce mixes; wild berry products

**Mrs. Whyte's Products Inc.:** pickles, pickled peppers, onions, beets, sauerkraut, marinated herring, horseradish, olives

**Northern Goose Processors Ltd.:** processed goose and gourmet food products

**Papineau Foods (1983) Inc.:** boneless beef and specialty cuts of meat

**Peximo Import-Export Ltd.:** trading house dealing in canned and frozen vegetables; frozen meats; canned juices

**Portage Trade Development:** processed meats; fresh meat; dairy products; frozen pastry products, under various brand names

**Poss Design Ltd.:** deboning systems and pumps

**Prairie Malt Ltd.:** brewers' and distillers' malt; malt sprout pellets  
**Prince Edward Island Potato Marketing Board:** P.E.I. potatoes

**Quadro Engineering Inc.:** processing equipment  
**Sid's Sunflower Seeds (1974) Inc.:** wide variety of seeds

**Simnar Inc.:** fish processing equipment

**T. and H. Fisheries Ltd.:** herring, cod, flounder fillets

**Terra Nova Fishery Company Ltd.:** groundfish fillets

**Terry Lynn Bakeries Ltd.:** English crumpets, frozen pastry

**Turkey Hill Sugarbush Ltd.:** maple syrup, dehydrated maple syrup, maple sugar, maple syrup filled chocolates, maple butter

**UNITED SOVIET****SOCIALIST REPUBLIC**

**Brunswick International Seafood Ltd.:** whole round salted herring

**URUGUAY**

**Prince Edward Island Potato Marketing Board:** P.E.I. potatoes  
**Simnar Inc.:** fish processing equipment

**VENEZUELA**

**Ault Foods Ltd.:** infant formulae  
**Poss Design Ltd.:** deboning systems

**Prairie Malt Ltd.:** brewers' and distillers' malt; malt sprout pellets  
**Prince Edward Island Potato Marketing Board:** P.E.I. potatoes  
**Quadro Engineering Inc.:** mixing equipment

**WEST GERMANY**

**Cobi Foods Inc.:** corn, kidney beans

**Grenadier International Ltd.:** Neilson confectionery; beverage crystals; baking cocoa; biscuits  
**Northern Goose Processors Ltd.:** processed goose and gourmet food products

**WEST INDIES**

**Lovell & Christmas (Canada) Inc.:** trading house dealing in dairy products; fish; meats; poultry; nuts; fresh and dried fruit ■

## ALGERIA

**Canadian Embassy**  
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Hydra  
(Mailing Address:  
C.P. 225, Alger-Gare)  
Algiers, Algeria  
Cable: CANAD ALGER  
Tel: 60-66-11  
Telex: (Destination code 408) 52036  
(52036 CANAD ALGER)

## ARGENTINA

**Canadian Embassy**  
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Buenos Aires, Argentina  
Cable: DOMCAN BUENOS AIRES  
Tel: 312-9081 to 88  
Telex: (Destination code 33) 21383  
(21383 CANAD AR)

## AUSTRALIA

**Canberra\***  
**Canadian High Commission**  
Commonwealth Avenue  
Canberra ACT 2600, Australia  
Cable: DOMCAN CANBERRA  
Tel: (062) 73-3844  
Telex: (Destination code 71) 62017  
(DOMCAN AA62017)

*\*The Canberra Office handles only those trade enquiries that require liaison with federal government departments and agencies.*

**Melbourne**  
**Canadian Consulate General**  
One Collins Street  
6th Floor  
Melbourne, Victoria 3000, Australia  
Cable: CANADIAN MELBOURNE  
Tel: (03) 654-1433  
Telex: (Destination code 71) 30501  
(CANGOVTT AA30501)

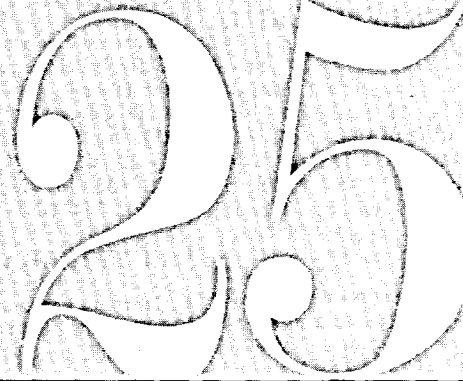
**Perth**  
**Consulate General**  
160 St. George's Terrace  
7th Floor  
Perth, Western Australia 6000  
Tel: (09) 322-6288  
Telex: (Destination code 71) 95744  
(DOMCAN AA95744)

**Sydney**  
**Canadian Consulate General**  
A.M.P. Centre, 8th Floor  
50 Bridge Street  
Sydney, N.S.W. 2000, Australia  
Cable: CANADIAN SYDNEY  
Tel: (02) 231-6522  
Telex: (Destination code 71) 20600  
(CANGOVTT AA20600)

## AUSTRIA

**Canadian Embassy**  
Luegerring 10  
A-1010 Vienna, Austria  
Cable: CANADIAN VIENNA  
Tel: (222) 63-36-91 (-95), 63-66-26/27/28  
Telex: (Destination code 47) 11-5320  
(DOMCAN A)

# CANADIAN TRADE OFFICES ABROAD



## BANGLADESH

**Canadian High Commission**  
G.P.O. Box 569  
House CWN 16/A  
Road 48, Gulshan  
Dhaka, Bangladesh  
Cable: DOMCAN DHAKA  
Tel: 600181-5  
Telex: 65700  
(65700 DMCN BJ)

## BARBADOS

**Canadian High Commission**  
P.O. Box 404  
Commonwealth Development Corporation  
Building  
Culloden Road, St. Michael  
Bridgetown, Barbados  
Cable: DOMCAN BRIDGETOWN  
Tel: (809) 429-3550  
Telex: (Destination code 0392) 2247  
(2247 CANADA WB)

## BELGIUM

**Canadian Embassy**  
rue de Loxum 6  
B-1000 Brussels, Belgium  
Cable: CANADIAN BRUSSELS  
Tel: (2) 513-79-40  
Telex: (Destination code 46) 21613  
(DOMCAN B)

## BRAZIL

**Brasilia**  
**Canadian Embassy**  
Av. das Nações, lote 16  
Setor de Embaixadas Sul  
(Mailing Address: Caixa Postal 07-0961)  
70-410 Brasilia D.F., Brazil  
Cable: CANADA BRASILIA  
Tel: (061) 223-7515  
Telex: (Destination code 38) 0611296  
(0611296 ECAN BR)

**Sao Paulo**  
**Canadian Consulate General**  
Caixa Postal 22002  
Edificio Top Center  
Avenida Paulista, 854, 5 andar\*  
01310 Sao Paulo SP  
Brazil  
Cable: CANADA BRASILIA  
Tel: (011) 287-2122, 287-2234,  
287-2601, 287-2213, 283-5468  
Telex: (Destination code 38) 1123230  
(1123230 CCAN BR)

## BRITAIN

**London**  
**Commercial/Economic Division**  
**Canadian High Commission**  
One Grosvenor Square  
London, W1X 0AB, England  
Cable: DOMINION LONDON  
Tel: (1) 629-9492  
Telex: (Destination code 51) 261592  
(CDALDN G)

**Glasgow**  
**Canadian Consulate General**  
Ashley House  
195 West George Street  
Glasgow G22HS, Scotland  
Cable: CANTRACOM GLASGOW  
Tel: (041) 248-3026  
Telex: (Destination code 77) 778650  
(CDAGLW G)

## CAMEROON

**Canadian Embassy**  
Immeuble Stamatiades  
Avenue de l'Indépendance  
C.P. 572  
Yaoundé, Cameroon  
Cable: DOMCAN YAOUNDÉ  
Tel: 23-02-03, 22-18-22, 22-10-90  
Telex: 8209 (DOMCAN 8209 KN)

## CHILE

**Canadian Embassy**  
Ahumada 11, 10th Floor (Street Address)\*  
Casilla 771 (Mailing Address)  
Santiago, Chile  
Cable: DOMCAN SANTIAGO DE CHILE  
Tel: 696-2256, 696-4189  
Telex: (Destination code 34) 3490068  
(440068 DOMCAN CZ)

## CHINA, PEOPLE'S REPUBLIC OF

**Canadian Embassy**  
10 San Li Tun  
Chao Yang District,  
Beijing, People's Republic of China  
Tel: 521475  
Cable: DOMCAN PEKING  
Telex: 22717 (CANAD CN)

## COLOMBIA

**Canadian Embassy**  
Apartado Aereo 53531/2  
Calle 76 No. 11-52  
Bogota 2, Colombia  
Cable: CANADIAN BOGOTA  
Tel: 235-5066  
Telex: (Destination code 35) 44568  
(DMCA CO)

## COSTA RICA

**Canadian Embassy**  
Apartado Postal 10303  
4th Floor, Cronos Building  
Calle 3 y Avenida Central  
San José, Costa Rica  
Cable: DOMCAN SAN JOSÉ  
Tel: (506) 230446  
Telex: (Destination code 376) 2179  
(DOMCAN)

## CUBA

**Canadian Embassy**  
Apartado 6125  
Calle 30 No 518 Esquina a7a  
Avenida Miramar  
Havana, Cuba  
(Send all mail to this address:  
Commercial Division  
P.O. Box 500 (HVAN)  
Ottawa, Ontario K1N 8T7)  
Cable: CANADIAN HAVANA  
Tel: 2-6422/23 and 29-3392 or 29-3892  
Telex: (Destination code 28) 511586  
(CAN CU)

## CZECHOSLOVAKIA

**Canadian Embassy**  
Mickiewiczova 6  
125 33 Prague 6, Czechoslovakia  
Cable: DOMCAN PRAGUE  
Tel: 326941  
Telex: (Destination code 66) 121061  
(DMCN C)

## DENMARK

**Canadian Embassy**  
Kr. Bernikowsgade 1  
DK = 1105 Copenhagen K, Denmark  
Cable: DOMCAN COPENHAGEN  
Tel: (01) 12-22-99  
Telex: (Destination code 55) 27036  
(DMCNC DK)

## ECUADOR

**Canadian Embassy**  
Edificio Belmonte  
6th Floor  
Calle Corea 126 Y Avenida Amazonas  
(Mailing Address: Casilla 6512 O.C.I.)  
Quito, Ecuador  
Tel: 458-016; 458-156; 458-578; 458-873  
Telex: 2622 (DOMCAN ED)

## EGYPT, ARAB REPUBLIC OF

**Canadian Embassy**  
6 Mohamed Fahmy el Sayed St.  
Garden City  
(Mailing Address:  
P.O. Box 2646  
Kasr el Doubara  
Cairo, Arab Republic of Egypt)  
Cable: DOMCAN CAIRO  
Tel: 23110, 23158, 767514  
Telex: (Destination code 91) 9-2677  
(CANCAR UN)

## ETHIOPIA

**Canadian Embassy**  
Unity Square  
P.O. Box 1130  
Addis Ababa, Ethiopia  
Cable: DOMCAN ADDIS ABABA  
Tel: 15 11 00, 15 92 00  
Telex: 21053 (DOMCAN ADDIS)

## EUROPEAN COMMUNITIES

**Mission of Canada to the European  
Communities**  
rue de Loxum, 6  
B-1000 Brussels, Belgium  
Cable: CANMISEUR  
Tel: 513-0600  
Telex: (Destination code 46) 21613  
(DOMCAN B)

*The Mission is involved in market access  
issues and the development of industrial  
and economic co-operation between  
Canada and the EEC.*

## FINLAND

**Canadian Embassy**  
Pohjois Esplanadi 25B  
00100 Helsinki 10, Finland  
(Mailing Address:  
P.O. Box 779  
00101, Helsinki)  
Cable: DOMCAN HELSINKI  
Tel: (358-0) 171141  
Telex: (Destination code 5) 121363  
(121363 DMCNH SF)

## FRANCE

**Canadian Embassy**  
35, avenue Montaigne  
75008 Paris, France  
Cable: CANADIAN PARIS  
Tel: (1) 723.01.01  
Telex: (Destination code 42) 280806  
(CANAD A 280806F)

## GABON\*

**Canadian Embassy**  
P.O. Box 4037  
Libreville, Gabon  
Tel: 72.41.54; 72.41.56; 72.41.69.  
Telex: 5527 (DOMCAN 5527 GO)

*\*Trade Commissioner responsible for  
Gabon resident in Yaoundé, Cameroon*

## GERMANY (FRG)

**Bonn**  
**Canadian Embassy**  
Friedrich-Wilhelm-Strabe 18  
D-5300 Bonn  
Federal Republic of Germany  
Cable: CANADIAN BONN  
Tel: (0228) 231061  
Telex: (Destination code 41) 886421  
(DOMCA D)

**Berlin**  
**Canadian Military Mission and  
Consulate**  
Europa Centre  
D-1000 Berlin 30  
Federal Republic of Germany  
Tel: 030-261 11 61  
Telex: 185487

**Düsseldorf**  
**Canadian Consulate General**  
Immermannstrabe 3  
D-4000 Düsseldorf  
Federal Republic of Germany  
Cable: CANADIAN DÜSSELDORF  
Tel: (011-49-211) 35 34 71  
Telex: (Destination code 41) 8587144  
(DMCN D)

**Hamburg**  
**Canadian Consulate General**  
Esplanade 41-47  
D-2000 Hamburg 36  
Federal Republic of Germany  
Cable: CANADIAN HAMBURG  
Tel: (011-49-40) 351805  
Telex: (Destination code 41) 215555  
(DMCNH D)

**Munich**  
**Canadian Consulate General**  
Maximiliansplatz 9  
D-8000 Munich 2  
Federal Republic of Germany  
Tel: (089) 55 85 31  
Telex: 5214139 (CAND D)

## GHANA\*

**Canadian High Commission**  
E 115/3 Independence Avenue  
P.O. Box 1639  
Accra, Ghana  
Cable: DOMCANADA ACCRA  
Tel: 28555, 28505, 28535, 28562, 28566  
Telex: 2024 (DOMCAN GH)

*\*Trade Commissioner responsible for  
Ghana resident in Lagos, Nigeria*

## GREECE

**Canadian Embassy**  
4 Ioannou Ghennadiou Street  
115 21 Athens, Greece  
Cable: CANADIAN ATHENS  
Tel: 7239-511  
Telex: (Destination code 601) 215584  
(215584 DOM GR)

## GUATEMALA

**Canadian Embassy**  
Edificio Galerías España, 6th Floor  
(Mailing Address: P.O. Box 400)  
7 Avenida 11-59, Zona 9  
Guatemala City, Guatemala, C.A.  
Cable: CANADIAN GUATEMALA CITY  
Tel: 321411/321413/321417/321418/  
321419/321428/321429/321426  
(Immigration)  
Telex: (Destination code 37) 5206  
(5206 CANADA GU)

## GUINEA

**Canadian Embassy**  
P.O. Box 99  
Conakry, Guinea  
Tel: 46-36-26; 47-37-32; 46-37-33  
Telex: 2170 DOMCAN GE

## GUYANA\*

**Canadian High Commission**  
P.O. Box 10880  
High and Young Streets  
Georgetown, Guyana  
Cable: DOMCAN GEORGETOWN  
Tel: 72081, -5  
Telex: 2215 (DOMCAN GY)

*\*Trade Commissioner responsible for  
Guyana resident in Port-of-Spain,  
Trinidad and Tobago*

## HAITI\*

**Canadian Embassy**  
C.P. 826  
Edifice Banque Nova Scotia  
Route de Delmas 18  
Port-au-Prince, Haiti  
Cable: DOMCAN PORT-AU-PRINCE  
Tel: (509-2-1) 2-2358, 2-4231, 2-4919  
Telex: 2030069 (DOMCAN 2030069)

*\*Trade Commissioner responsible for  
Haiti resident in Port-of-Spain, Trinidad  
and Tobago.*

## HONG KONG

**Commission for Canada**  
P.O. Box 20264  
Hennessy Road Post Office  
Hong Kong  
Cable: DOMCAN HONG KONG  
Tel: 5-282222  
Telex: (Destination code 802) 73391  
(73391 DOMCA HX)

## HUNGARY

**Canadian Embassy**  
Budakeszi ut 32  
H-1121 Budapest, Hungary  
Cable: CANADA BUDAPEST  
Tel: (36-1) 387-686  
Telex: (Destination code 61) 224588  
(CANADA H)

## INDIA

**Canadian High Commission**  
P.O. Box 5208  
Shantipath  
Chanakyapuri 110021  
New Delhi, India  
Cable: CANADIAN NEW DELHI  
Tel: (011) 60-8161  
Telex: (Destination code 81) 31-2346  
(031-2346 DMCN IN)

## INDONESIA

**Canadian Embassy**  
5th Floor  
Wisma Metropolitan I  
Jalan Jenderal Sudirman, Kav 29  
Jakarta Selatan 12920, Indonesia  
(Mailing Address:  
P.O. Box 52/JKT  
Jakarta Selatan 12000, Indonesia)  
Cable: DOMCAN JAKARTA  
Tel: 510-709  
Telex: (Destination code 73) 44345  
(44345 DMCAN JKT)

## IRAQ

**Canadian Embassy**  
P.O. Box 323  
Central Post Office  
Baghdad, Iraq  
(Embassy located in the suburb of  
Al-Mansour)  
Cable: DOMCAN BAGHDAD  
Tel: (01) 542-1459, 542-1932, 542-1933  
Telex: (Destination code 0491) 212486  
(DOMCAN IK)

## IRELAND

**Canadian Embassy**  
65/68 St. Stephen's Green  
Dublin 2, Ireland  
Cable: DOMCAN DUBLIN  
Tel: (011-353-1) 781988  
Telex: (Destination code 500) 25488  
(25488 DMCN EI)

## ISRAEL

**Canadian Embassy**  
220 Hayarkon Street  
(Mailing Address: P.O. Box 6410)  
Tel Aviv, Israel 63405  
Cable: CANADIAN TEL AVIV  
Tel: 228122  
Telex: (Destination code 606) 341293  
(341293 CANAD IL)

## ITALY

**Rome**  
**Canadian Embassy**  
Via G.B. de Rossi 27  
00161 Rome Italy  
Cable: CANADIAN ROME  
Tel: (06) 855-341  
Telex: (Destination code 43) 610056  
(DOMCAN I)

## Milan

**Canadian Consulate General**  
Via Vittor Pisani 19  
20124 Milan, Italy  
Cable: CANTRACON MILAN  
Tel: (02) 652-600/657-0451/452/453/  
454/455  
Telex: (Destination code 43) 310368  
(310368 CANCON I)

## IVORY COAST

**Canadian Embassy**  
C.P. 4104  
23, rue Nogues  
Edifice Trade-Center  
Abidjan 01, Ivory Coast  
Cable: DOMCAN ABIDJAN  
Tel: 32-20-09  
Telex: (Destination code 983) 23593  
(DOMCAN CI)

## JAMAICA

**Canadian High Commission**  
P.O. Box 1500  
Royal Bank Building  
30-36 Knutsford Boulevard  
Kingston 5, Jamaica  
(Mailing Address:  
P.O. Box 1500, Kingston 10)  
Cable: BEAVER KINGSTONJA  
Tel: (809) 926-1500/7  
Telex: (Destination code 291) 2130  
(2130 BEAVER JA)

## JAPAN

**Canadian Embassy**  
3-38 Akasaka 7-Chome, Minato-ku  
Tokyo 107, Japan  
Cable: CANADIAN TOKYO  
Tel: (03) 408-2101/8  
Telex: (Destination code 72) 22218  
(DOMCAN J22218)  
FAX: (G3 System) 03-479-5320

## JORDAN

**Canadian Embassy**  
Amman, Jordan  
(Mailing Address: P.O. Box 815403  
Amman, Jordan)  
Tel: 666-124  
Telex: (Destination code 493) 23080  
(23080 CANAD JO)

## KENYA

**Canadian High Commission**  
P.O. Box 30481  
Nairobi, Kenya  
(Situating in:)  
Comcraft House  
Hailé Sélassie Avenue  
Cable: DOMCAN NAIROBI  
Tel: 334044/6  
Telex: (Destination code 987) 22198  
(22198 DOMCAN)

## KOREA (South)

**Canadian Embassy**  
Kolon Building  
45 Mugyo-Dong, Jung-Ku  
(Mailing Address:  
P.O. Box 6299)  
Seoul 100, Republic of Korea  
Cable: SEOUL DOMCAN  
Tel: 776-4062/8  
Telex: (Destination code 801) 27425  
(CANADA K27425)

## KUWAIT

**Canadian Embassy**  
Plot 1  
28 Quraish Street  
Nuzha District  
(Mailing Address:  
P.O. Box 25281  
Safat, Kuwait)  
Cable: CANADA KUWAIT  
Tel: 251-1451/255-5754/255-934  
Telex: (Destination code 496) 23549  
(MCAN KT)

## LEBANON\*

**Canadian Embassy**  
Immeuble Sabbagh  
rue Hamra  
(Mailing Address: C.P. 2300)  
Beirut, Lebanon  
Cable: DOMCAN BEIRUT  
Tel: 350-660/5, 302-995, 800-460  
Telex: (Destination code 494) 20652  
(DOMCAN 20652LE)

*\*The Commercial Officer has been transferred to Amman (Jordan). A local Commercial Secretary remains in Beirut to handle enquiries and correspondence.*

## MALAYSIA

**Canadian High Commission**  
P.O. Box 10990  
A.I.A. Building, Ampang Road  
Kuala Lumpur, Malaysia  
Cable: DOMCAN KUALA LUMPUR  
Tel: (03) 289722  
Telex: (Destination code 84) 30269  
(DOMCAN MA 30269)

## MALI\*

**Canadian Embassy**  
B.P. 198  
Bamako, Mali  
Tel: 22-22-36  
Telex: 530

*\*Trade Commissioner responsible for Mali resident in Abidjan, Ivory Coast*

## MEXICO

**Canadian Embassy**  
Calle Schiller No. 529  
Colonia Polanco  
(Mailing Address:  
Apartado Postal 105-05)  
Mexico, 11560 D.F., Mexico  
Cable: CANADIAN MEXICO CITY  
Tel: (905) 254-3288  
Telex: (Destination code 22) 1771191  
(DMCNME)

## MOROCCO

**Canadian Embassy**  
13 bis Zankat Jaafar As-Sadik  
(Mailing Address:  
C.P. 709)  
Rabat-Agdal, Morocco  
Tel: 713-75/76/77  
Telex: (Destination code 407) 31964M  
(CDARABAT 31964M)

## NETHERLANDS

**Canadian Embassy**  
Sophialaan 7  
2514 JP The Hague, Netherlands  
Cable: DOMCAN THE HAGUE  
Tel: (070) 61-41-11  
Telex: (Destination code 44) 31270  
(31270 DMCN NL)

## NEW ZEALAND

**Wellington**  
**Canadian High Commission**  
(P.O. Box 12-049 Wellington)  
ICI House, 4th Floor  
Molesworth Street  
Wellington, New Zealand  
Cable: DOMCAN Wellington  
Tel: 739577  
Telex: (Destination code 74) 3577  
(DOMCAN NZ 3577)

**Auckland**  
**Canadian Consulate**  
61 Wakefield Street  
Auckland, New Zealand  
Tel: (9) 398-516  
Telex: NZ 3577 (DOMCAN)

## NIGERIA

**Canadian High Commission**  
P.O. Box 54506  
Ikoyi Station  
Lagos, Nigeria  
Cable: CANADIAN LAGOS  
Tel: 612382/386  
Telex: (Destination code 905) 21275  
(21275 DOMCAN NG)

## NORTH ATLANTIC COUNCIL

**Delegation of Canada to the North Atlantic Council**  
B-1110 Brussels, Belgium  
Cable: CANDEL BRUSSELS  
Tel: 215-88-53

## NORWAY

**Canadian Embassy**  
Oscars Gate 20  
0352 Oslo 3  
Cable: DOMCAN  
Tel: (2) 46.69.55  
Telex: (Destination code 56) 71880  
(71880 DOMCAN)

## PAKISTAN

**Canadian Embassy**  
(P.O. Box 1042)  
Diplomatic Enclave  
Ramna 5  
Islamabad, Pakistan  
Cable: CANADIAN ISLAMABAD  
Tel: 21101-04  
Telex: (Destination code 82) 825700  
(5700 DOMCAN PK)

## PERU

**Canadian Embassy**  
Libertad 130, Miraflores  
Casilla 1212  
Lima, Peru  
Cable: CANADIAN LIMA  
Tel: 463890  
Telex: (Destination code 36) 25323  
(25323 PE DOMCAN)

## PHILIPPINES

**Canadian Embassy**  
9th Floor, Allied Bank Centre  
6754 Ayala Avenue  
Makati, Metro Manila, Philippines  
(Mailing Address:  
P.O. Box 971, Makati Central Post  
Office Makati, Metro Manila, Philippines  
3117)  
Cable: DOMCAN MANILA  
Tel: 815-9536 to 41  
Telex: (Destination code 75) 63676  
(63676 DOMCAN PN)

## POLAND

**Canadian Embassy**  
Ulica Matejki 1/5  
Srodmieste  
Warsaw 00-481, Poland  
Cable: DOMCAN WARSAW  
Tel: (48-22) 29-80-51  
Telex: (Destination code 63) 813424  
(813424 CAA PL VICE CANAPL)

## PORTUGAL

**Canadian Embassy**  
Rua Rosa Araujo, 2  
Lisbon 1200, Portugal  
Cable: CANADIAN LISBON  
Tel: (351-1) 56-38-21  
56-38-25 (Trade Section Night Line)  
Telex: (Destination code 404) 12377  
(DOMCAN P)



## ROMANIA

**Canadian Embassy**  
36, Nicolae Iorga  
C.P. 2966  
Oficiul Postal No. 22  
71118 Bucharest, Romania  
Tel: 50-63-30/50-59-56  
Telex: (Destination code 651) 10690  
(CANAD R)

## SAUDI ARABIA

**Canadian Embassy**  
King Abdul Aziz Street  
Queen's Building - 6th Floor  
P.O. Box 5050  
Jeddah 21422 Saudi Arabia  
Cable: DOMCAN SJ  
Tel: 643-4900/4957/4958/4587 or  
642-9798  
Telex: 401060 (DOMCAN SJ)

### Riyadh (Liaison Office)

**Canadian Embassy**  
P.O. Box 22593  
Riyadh 11416  
Tel: 476-5281 or 476-5734  
Telex: 204893 (CANRYS SJ)

## SENEGAL

**Canadian Embassy**  
45, av. de la République, C.P. 3373  
Dakar, Senegal  
Cable: DOMCAN DAKAR  
Tel: 210290  
Telex: 632 (DOMCAN SG)

## SINGAPORE

**Canadian High Commission**  
Faber House, 10th Floor  
230 Orchard Road  
Singapore 0923  
(Mailing Address:  
Maxwell Rd. P.O. Box 845  
Singapore, 9016)  
Cable: CANADIAN SINGAPORE  
Tel: 737-1322  
Telex: (Destination code 87) RS21277  
(DOMCAN RS21277)

## SOUTH AFRICA\*

**Canadian Embassy**  
Nedbank Plaza  
Corner of Church and Beatrix  
Arcadia, Pretoria 0083, South Africa  
(Mailing Address:  
P.O. Box 26006  
Arcadia, Pretoria 0007)  
Cable: CANDOM PRETORIA  
Tel: 287062/3/4  
Telex: 3-22112 SA

*\*The Canadian Embassy in Pretoria is responsible for promoting trade with Botswana, Lesotho, Swaziland and St. Helena. It does not actively promote trade with South Africa but provides normal consular assistance to all Canadian visitors. Canadian Trade Commissioners were withdrawn from South Africa in 1978. In the case of the territory of Namibia, Canada does not recognize the current South African administration there and no Canadian government services are provided.*

## SPAIN

**Canadian Embassy**  
Apartado 117  
35, Nunez de Balboa  
Madrid 28001, Spain  
Cable: CANADIAN MADRID  
Tel: (34-1) 431-4300  
Telex: (Destination code 52) 27347  
(DOMCA E)

## SRI LANKA\*

**Canadian High Commission**  
P.O. Box 1006  
6 Gregory's Road  
Colombo 7, Sri Lanka  
Cable: DOMCANADA COLOMBO  
Tel: 59-58-41; -42; -43; 59-87-97  
Telex: 21106 (21106 DOMCAN CE)  
  
*\*Trade Commissioner responsible for Sri Lanka resident in New Delhi, India*

## SWEDEN

**Canadian Embassy**  
Tegelbacken 4 - 7th Floor  
Stockholm, Sweden  
(P.O. Box 16129  
S-103 23 Stockholm 16, Sweden)  
Cable: CANADIAN STOCKHOLM  
Tel: (46-8) 23 79 20  
Telex: (Destination code 54) 10687  
(10687 DOMCAN S)

## SWITZERLAND

**Canadian Embassy**  
Kirchenfeldstrasse 88  
CH-3005 Berne, Switzerland  
Cable: CANADIAN BERNE  
Tel: (41-31) 44-63-81  
Telex: (Destination code 45) 911308  
(DMCN CH)

## TANZANIA, UNITED REPUBLIC OF\*

**Canadian High Commission**  
P.O. Box 1022  
Pan Africa Insurance Building  
Samora Avenue  
Dar-es-Salaam, United Republic of Tanzania  
Cable: DOMCAN DAR-ES-SALAAM  
Tel: 20651; 20652; 20653  
Telex: 41015 (41015 DOMCAN)

*\*Trade Commissioner responsible for Tanzania resident in Nairobi, Kenya*

## THAILAND

**Canadian Embassy**  
The Boonmitr Building, 11th Floor  
138 Silom Road  
P.O. Box 2090  
Bangkok 5, Thailand  
Cable: DOMCAN BANGKOK  
Tel: 234-1561/8  
Telex: (Destination code 86) 82671  
(82671 DOMCAN TH)

## TRINIDAD AND TOBAGO

**Canadian High Commission**  
Huggins Building  
72 South Quay, P.O. Box 1246  
Port-of-Spain, Trinidad and Tobago  
Cable: CANADIAN PORT OF SPAIN  
Tel: (809) 623-7254/8, 623-4787  
Telex: (Destination code 294) 22429  
(22429 DOMCAN WG)

## TUNISIA

**Canadian Embassy**  
3, rue du Sénégal  
Place de Palestine  
C.P. 31  
Belvédère  
Tunis, Tunisia  
Cable: DOMCAN TUNIS  
Tel: 286-577/377/619  
Telex: 12324 (12324 DOMCAN TN)

## TURKEY

**Canadian Embassy**  
Nenehatun Caddesi 75  
Gaziosmanpasa, Ankara, Turkey  
Cable: DOMCAN ANKARA  
Tel: (41) 27-58-03/04/05  
Telex: (Destination code 607) 42369  
(42369 DCAN TR)

## UNION OF SOVIET SOCIALIST REPUBLICS (U.S.S.R.)

**Canadian Embassy**  
23 Starokonyushenny Pereulok  
Moscow, U.S.S.R.  
Cable: CANAD MOSCOW  
Tel: 241-9034/9155/5070  
Telex: (Destination code 64) 413401  
(413401 DOMCAN SU)

## UNITED ARAB EMIRATES

**Canadian Embassy**  
Federal-Commercial Bank Building  
4th Floor  
Abu Dhabi, United Arab Emirates  
(Tourist Club Area)  
(Mailing Address:  
P.O. Box 6166, Abu Dhabi, U.A.E.)  
Cable: CANADA  
Tel: (011-971-2) 723-800  
Telex: (Destination code 893) 22446  
(CANADA EM)

## UNITED NATIONS

**Permanent Mission of Canada to the United Nations**  
866 United Nations Plaza  
Suite 250  
New York, N.Y. 10017-1897  
Cable: CANINUN NEW YORK CITY  
Tel: (212) 751-5600  
Telex: 00126269 (CANINUN NYK)

## UNITED STATES

### Washington

**Canadian Embassy**  
1746 Massachusetts Avenue, N.W.  
Washington, D.C. 20036-1985  
Cable: CANADIAN WASHINGTON  
Tel: (202) 785-1400  
Telex: 0089664 (DOMCAN A WSH)

*The Trade Development and Market Access Section is located at the Sheridan Circle Chancery of the Canadian Embassy*

2450 Massachusetts Avenue, N.W.  
Washington, D.C. 20008-2881  
Tel: (202) 483-5505  
Telex: 0089664 (DOMCAN A WSH)

*The section is responsible for trade promotion with U.S. government civil and defence agencies. The International Financial Institutions Section, also located at the Sheridan Circle Chancery, is responsible for international organizations (World Bank, Inter-American Bank, etc.) with headquarters in Washington. All other trade promotion enquiries relating to the Washington D.C. area should be addressed to the Consulate General in Philadelphia.*

### Atlanta

**Canadian Consulate General**  
400 South Omni International  
Atlanta, Georgia 30303  
Tel: (404) 577-6810  
Telex: 00542676 (DOMCAN ATL)

### Boston

**Canadian Consulate General**  
500 Boylston Street  
Boston, Massachusetts 02116-3775  
Tel: (617) 262-3760  
Telex: 94-0625 (DOMCAN BSN)

### Buffalo

**Canadian Consulate General**  
One Marine Midland Center  
Suite 3550  
Buffalo, New York 14203-2884  
Tel: (716) 852-1247  
Telex: 0091329 (DOMCAN BUF)

### Chicago

**Canadian Consulate General**  
310 South Michigan Avenue, 12th Floor  
Chicago, Illinois 60604-4295  
Cable: DOMCAN CHICAGO  
Tel: (312) 427-1031; (Night Line:  
(312) 427-1035)  
Telex: 00254171 (DOMCAN CGO)

### Cleveland

**Canadian Consulate General**  
Illuminating Building  
55 Public Square, Suite 1008  
Cleveland, Ohio 44113-1983  
Cable: CANADIAN CLEVELAND  
Tel: (216) 771-0150  
Telex: 00985364 (DOMCAN CLV)

### Dallas

**Canadian Consulate General**  
St. Paul Tower, Suite 1700  
750 N. St. Paul Street  
Dallas, TX 75201-3281 (Registered Mail)  
75201-9990 (Business Reply)  
Cable: CANADIAN DALLAS  
Tel: (214) 922-9806,  
(214) 922-9812 (Immigration),  
(214) 922-9814 (Tourism)  
Telex: 00732637 (DOMCAN DAL)

### Detroit

**Canadian Consulate General**  
1920 First Federal Building  
1001 Woodward Avenue  
Detroit, Michigan 48226-1966  
Cable: CANADIAN DETROIT  
Tel: (313) 965-2811  
Telex: 23-0715 (DOMCAN DET)

### Los Angeles

**Canadian Consulate General**  
510 West Sixth Street  
Los Angeles, California 90014-1377  
Tel: (213) 627-9511  
Telex: 00674119 (DOMCAN LSA)

### Minneapolis

**Canadian Consulate General**  
15 South Fifth Street  
Minneapolis, Minnesota 55402-1078  
Tel: (612) 333-4641  
Telex: 00290229 (DOMCAN MPS)

### New York

**Canadian Consulate General**  
1251 Avenue of the Americas  
New York City, N.Y. 10020-1175  
Cable: CANTRACOM NEW YORK CITY  
Tel: (212) 586-2400; (Night Line:  
586-2407)  
Telex: 00126242 (DOMCAN NYK)

### Philadelphia

**Canadian Consulate General**  
3 Parkway, Suite 1620  
Philadelphia, Pennsylvania 19102  
Cable: CANADIAN PHILADELPHIA  
Tel: (215) 561-1750  
Telex: 00845266 (DOMCAN PHA)

### San Francisco

**Canadian Consulate General**  
One Maritime Plaza, Suite 1100  
Alcoa Building  
Golden Gateway Center  
San Francisco, California 94111-3468  
Tel: (415) 981-2670  
Telex: 0034321 (DOMCAN SFO)

### Seattle

**Canadian Consulate General**  
412 Plaza 600, Sixth and Stewart  
Seattle, Washington 98101-1286  
Tel: (206) 443-1777  
Telex: 032-8762 (DOMCAN SEA)

## VENEZUELA

**Canadian Embassy**  
Edificio Torre Europa  
Piso 7, Avenida Francisco de Miranda  
Chacaito, Caracas, Venezuela  
(Mailing Address: Apartado 62-302,  
Caracas 1060A)  
Cable: CANADIAN CARACAS  
Tel: (02) 951-6166/6167/6168  
Telex: (Destination code 31) 23377  
(DOMCAN VE)

## YUGOSLAVIA

**Canadian Embassy**  
Kneza Milosa 75  
11000 Belgrade, Yugoslavia  
Cable: DOMCAN BELGRADE  
Tel: (38-11) 644-666  
Telex: (Destination code 62) 11137  
(11137 DOMCA YU)

## ZAIRE, REPUBLIC OF

**Canadian Embassy**  
Édifice Shell  
Angle av. Wangata et boul. du 30-juin  
(Mailing Address:  
C.P. 8341)  
Kinshasa, Republic of Zaire  
Cable: DOMCAN KINSHASA  
Tel: 22-706 and 24-346  
Telex: (Destination code 982) 21303  
(21303 DOMCAN ZR)

## ZAMBIA\*

**Canadian High Commission**  
P.O. Box 31313  
Barclays Bank, North End Branch  
Cairo Road, Lusaka, Zambia  
Cable: DOMCAN LUSAKA  
Tel: 216161  
Telex: ZA 42480 (DOMCAN)

*\*Trade Commissioner responsible for Zambia resident in Harare, Zimbabwe*

## ZIMBABWE

**Canadian High Commission**  
45 Baines Avenue  
(Mailing Address:  
P.O. Box 1430)  
Harare, Zimbabwe  
Cable: CANAD HARARE  
Tel: 793801  
Telex: (Destination code 907) 4465  
(4465 CANADA ZW)

# DIRECTORY OF THE CANADIAN FOOD, FISH AND BEVERAGE INDUSTRY

# 206

The following firms have advertised in this Directory and their listings appear in alphabetical order, on pages 62 to 75.

ABCO Industries Limited  
Agrinove, Coopérative  
Agro-Alimentaire  
Agropur, Coopérative  
Agro-Alimentaire  
The Alpha Milk Company  
Andrés Wines Ltd.  
Ault Foods Limited  
G.E. Barbour Company Limited  
Belle Bay Products Limited  
Berryland Foods  
Brunswick International  
Seafood Ltd.  
Caesar Canning Ltd.  
Canadian Pizza Crust  
(Western) Ltd.  
Canadian Saltfish Corporation  
Cavendish Farms  
Cobi Foods Inc.  
Cold Springs Farm  
Colonial Cookies  
Coorsh Division  
Crush Canada Inc.  
Cuddy Food Products Ltd.  
Dairyland Foods  
Dean's Chocolates Ltd.  
Dover Mills Limited  
Expofoods (Canada) Ltd.

Exportation Gaspé Cured Inc.  
Farmers Co-Operative  
Dairy Limited  
Ferroclad Fishery Limited  
Forcrest Foods Ltd.  
Girard Inc.  
Golden Valley Processors  
Incorporated  
D. Goldman & Sons Ltd.  
Grenadier International Ltd.  
Halifax/Dartmouth Port  
Development Commission  
Highland Fisheries Limited  
Humboldt Flour Mills Co. Ltd.  
Imperial Salmon House Ltd.  
Intercontinental Packers Ltd.  
Island Fish Exports Inc.  
Island Metal Fabricators Limited  
Kellogg Salada Canada Inc.  
Labatt Brewing Company Limited  
Labonté Honey Inc.  
Lallemand Inc.  
Leslie Cheese House Co. Ltd.  
Lovell & Christmas (Canada) Inc.  
Madelipêche Inc.  
Manco Dairies  
Maple Leaf Seafoods Ltd.  
Marco Pêche Ltd.

Marsan Foods Ltd.  
McCain Foods Limited  
Mo-Na Food Enterprises Ltd.  
Mrs. Whyte's Products Inc.  
Multi-National Sales Limited  
National Dairy Council of Canada  
Nestlé Enterprises Limited  
Northern Goose Processors Ltd.  
Papineau Foods (1983) Inc.  
Peximo Import-Export Ltd.  
Portage Trade Development  
Ports Canada —  
Port of Trois-Rivières  
Poss Design Limited  
Prairie Malt Limited  
Prince Edward Island Potato  
Marketing Board  
Quadro Engineering Inc.  
Ronald A. Chisholm Limited  
Samson Bélair Consultants  
Sid's Sunflower Seeds (1974) Ltd.  
T. and H. Fisheries Limited  
Terra Nova Fishery  
Company Limited  
Terry Lynn Bakeries Ltd.  
Turkey Hill Sugarbush Ltd.  
Wander Foods



## ABCO INDUSTRIES LIMITED

P.O. Box 1120  
81 Tannery Road  
Lunenburg, Nova Scotia  
B0J 2C0  
Tel.: (902) 634-8821  
Telex: 019-21654

Chief Executive Officer:  
J.D. Eisenhower  
President

Export Manager:  
Alec W. Gingell  
Marketing Manager  
No. of employees: 50  
Company founded: 1947

### PRODUCTS:

Vegetable processing: ABCO offers a wide range of energy efficient vegetable and fruit blanchers designed specifically to reduce steam consumption and effluent discharge in this high cost operation. Specialized blanchers for weight gain with products such as mushrooms, dry beans, apples, etc. are also available plus a new multi-stage French fry blancher which can compensate for high/low sugar starch potatoes.

Fish processing: ABCO offers a wide range of fish unloading systems, processing lines and specialized machinery such as automatic scallop shucking equipment, box washers, phosphate applicators etc.

### EXPORTING TO:

Australia, Europe, United States.



## AGRINOVE

COOPÉRATIVE AGRO-ALIMENTAIRE  
180 Bégoin Boulevard

Ste. Claire, Quebec  
G0R 2V0  
Tel.: (418) 883-3301  
Telex: 051-2269  
Chief Executive Officer:  
André Forcier  
General Manager  
Export Manager:  
Pierre Zicat  
Manager, Commercial Development  
No. of employees: 400  
Company founded: 1941

### PRODUCTS:

Butter, cheese, UHT milk, powder, yogurt drink, juice with skim milk added, chocolate milk UHT, evaporated milk.

### EXPORTING TO:

Africa, Caribbean, Mexico, South America, United States.



## AGROPUR

Coopérative Agro-Alimentaire  
P.O. Box 6000  
510 Principale  
Granby, Quebec  
J2G 7G2  
Tel.: (514) 375-1991

Telex: 05832510  
Chief Executive Officer:  
Reynald Charest

No. of employees: 2,200  
Company founded: 1938

### PRODUCTS:

Dairy products: milk, milk powder, evaporated milk, yogurt, ice creams and novelties, specialty cheeses. Soft drinks and fruit juices. Delicatessen.

### EXPORTING TO:

World markets.

# Alpha

## THE ALPHA MILK COMPANY

Central Alberta Dairy Pool  
Box 550  
4915 - 54th Street  
Red Deer, Alberta  
T4N 5G4  
Tel.: (403) 346-2074  
Telex: 03-83121

### PRODUCTS:

Canadian cheddar and specialty cheeses, evaporated milk, skim milk powder.

# ANDRÉS



## ANDRÉS WINES LTD.

P.O. Box 550  
Winona, Ontario  
L0R 2L0  
Tel.: (416) 643-4131  
Telex: 061-8264

### Chief Executive Officer:

Dr. Joseph Peller  
President, Chairman of the Board  
Export Manager:

W.L. Franchetto  
Director of Export, Sales & Marketing  
No. of employees: 500  
Company founded: 1961

### PRODUCTS:

Table and sparkling wines, coolers, cider.  
EXPORTING TO:  
Japan, United States.



## AULT FOODS LIMITED

P.O. Box 430  
Winchester, Ontario  
K0C 2K0  
Tel.: (613) 774-2310  
Telex: 053-4700 AULTFOODS WCHR  
Export Manager:

Lyle D. Shrigley  
Director of International Sales  
No. of employees: 3,000  
Company founded: 1891

### PRODUCTS AND SERVICES:

All cheddar cheeses, specifically noted for premium aged Canadian cheddar, specialty cheeses, infant formulae, Cloverdale brand: skim milk powder, whey powder, dairy blends, adolescent and adult milk preparations. Specific in-house custom blending and development. Technical assistance, research and development assistance available.

### EXPORTING TO:

World markets.



## G.E. BARBOUR COMPANY LIMITED



King Cole - Morses' Tea  
P.O. Box 1130  
Sussex, New Brunswick  
E0E 1P0  
Tel.: (506) 433-2260  
Telex: 014-2285  
Chief Executive Officer:  
R.B. Brenan  
President

Export Manager:  
F. Baxendale  
Vice-President Operations  
No. of employees: 200  
Company founded: 1867

**PRODUCTS:**  
Manufacturers of tea, coffee, peanut butter, spices, pickles, mustard and cheese.



## BELLE BAY PRODUCTS LIMITED

Produits Belle Baie Limitée  
P.O. Box 667  
Caraquet, New Brunswick  
E0B 1K0  
Tel.: (506) 727-4414  
Telex: 014-24546  
Chief Executive Officer and  
Export Manager:  
Valmond S. Chiasson  
General Director  
No. of employees: 550  
Company founded: 1968

**PRODUCTS:**  
Packers and exporters of shrimp, crabmeat, frozen fish fillets and marinated herring.

## BERRYLAND FOODS

P.O. Box 2000  
44440 South Sumas Road  
Sardis, British Columbia  
V2R 2R2  
Tel.: (604) 858-7151  
Telex: 04-361528  
Chief Executive Officer and  
Export Manager:  
Oscar Schultz  
President  
No. of employees: 350 to 1,200  
Company founded: 1961

**PRODUCTS:**  
Canned and frozen fruits and vegetables; canned and frozen fruit juices; jams and juice products; ready to serve products such as beans with pork, kidney beans and spaghetti.

**EXPORTING TO:**  
Australia, Hong Kong, Japan, Singapore, South Africa, United Kingdom, United States.

## BRUNSWICK INTERNATIONAL SEAFOOD LTD.

P.O. Box 388  
Cap Pele, New Brunswick  
E0A 1J0  
Tel.: (506) 577-6172  
Telex: 014-2654  
Chief Executive Officer:  
Jacques Bastarache  
President  
Export Manager:  
Joseph N. Bastarache  
Sales Manager  
No. of employees: 75  
Company founded: 1981

**PRODUCTS:**  
Smoked herring (bloaters), Dutch style golden smoked herring, bloater fillets, pickled alewives (Gaspereau), pickled whole round herring, split herring (salted), split mackerel.



## CAESAR CANNING LTD.

7400 River Road  
Richmond, British Columbia  
V6X 1X6

Tel.: (604) 273-2841  
Telex: 04-355868  
Chief Executive Officer:

Irving Glassner  
President

Export Manager:  
Gerald Pinton  
Export Sales

No. of employees: 60  
Company founded: 1978

**PRODUCTS:**  
Fruit juices, drinks and carbonated beverages.

**EXPORTING TO:**  
World markets.

## CANADIAN PIZZA CRUST (WESTERN) LTD.

5751 Minoru Boulevard  
Richmond, British Columbia  
V6X 2B1

Tel.: (604) 273-7358  
Chief Executive Officer:  
Henriett Virga Deluca  
President

Export Manager:  
Frank Medrano  
Sales Manager

No. of employees: 30  
Company founded: 1971

**PRODUCTS:**  
Pre-made pizza crusts; dough balls; pizza-related products.

**EXPORTING TO:**  
United States.

## CANADIAN SALTFISH CORPORATION

P.O. Box 6088  
Torbay Road at Newfoundland Drive  
St. John's, Newfoundland  
A1C 5X8

Tel.: (709) 772-6080  
Telex: 016-4599

Chief Executive Officer:  
William R. Moysé  
Acting President

Marketing Manager:  
Carl E. Wheeler

**PRODUCTS:**  
Salted dry codfish.

ESTABLISHED  
**CAVENDISH**  
FARMS

### CAVENDISH FARMS

10 Dawson Street  
Moncton, New Brunswick  
E1C 8N6

Tel.: (506) 382-6666

Telex: 014-2294

Chief Executive Officer:

Robert K. Irving

General Manager

Export Manager:

Gene Kayal

Export Business Manager

No. of employees: 750

Company founded: 1980

#### PRODUCTS:

Cavendish Farms is a frozen food processor specializing in French fried potatoes, potato products, green peas and other vegetable and fruit items. The company's products are available in retail, food service and bulk packs.

#### EXPORTING TO:

Australia, Bermuda, Caribbean, Europe, Far East, United States.



### COBI FOODS INC.

Aliments Cobi Inc.

P.O. Box 1000

Port Williams, Nova Scotia

B0P 1P0

Tel.: (902) 542-5722

Telex: 019-32127

Chief Executive Officer:

Arnold Park

Executive Vice-President

Export Manager:

Lad Javorek

Director & General Manager - Export

No. of employees: 600 - 1,500 at peak season

Company founded: 1920

#### PRODUCTS:

Cobi Foods Inc. is one of Canada's largest integrated food processing companies operating in the areas of formulated products, canned and frozen fruits and vegetables, juices, drinks, jams and pickles. Plants are located in Nova Scotia, Prince Edward Island and Ontario. Cobi Foods Inc. is a newly created corporate name bringing together M.W. Graves, Stokely Van-Camp, Campbell and Burns, and Avon Foods. The company markets its products

across Canada and internationally under a variety of well known labels.

#### EXPORTING TO:

Bahrain, Belgium, Caribbean, Cyprus, Denmark, Finland, France, Hong Kong, Ireland, Italy, Japan, Liberia, Netherlands, Norway, St. Pierre and Miquelon, Saudi Arabia, Singapore, Sweden, Switzerland, United Kingdom, United States, West Germany, West Indies.

### COLD SPRINGS FARM

A division of Beaty Farms Limited

P.O. Box 100

149 Brock Street

Thamesford, Ontario

N0M 2M0

Tel.: (519) 285-3940

Telex: 064-78585 LDN

Chief Executive Officer:

Harvey Beaty

President

Export Manager:

E. Earl Shea

Export Marketing Manager

Foreign affiliate:

Beaty Farms Inc.

Dunnelon, Florida

U.S.A.

No. of employees: 485

Company founded: 1949

#### PRODUCTS:

Poultry: turkey hatching, growing, processing. Turkey frozen whole birds and frozen turkey parts.

#### EXPORTING TO:

Africa, Bahamas, Barbados, Dominica, Grenada, Hong Kong, Japan, St. Vincent, United States.



### COLONIAL COOKIES

Division of Beatrice International  
(Canada) Ltd.

135 Otonabee Drive

Kitchener, Ontario

N2C 1L7

Tel.: (519) 893-6400

Chief Executive Officer:

W.R. Hay

Operations Manager

Export Manager:

R.E. Moody

No. of employees: 500

Company founded: 1967

#### PRODUCTS:

Colonial Cookies manufactures and sells

cookies (biscuits); iced wafers (sugar wafers); Colonial and Windsor brands.

#### EXPORTING TO:

Caribbean, United States.



### COORSH DIVISION

Multifoods Inc.

4955 de Courtrai Avenue

Montreal, Quebec

H3W 1A6

Tel.: (514) 343-4186

Telex: 055-60558

Chief Executive Officer:

Craig K. Kyle

General Manager

Export Manager:

Ezreh Herscovitch

Export and Purchasing Manager

Foreign Affiliate:

International Multifoods

No. of employees: 190

Company founded: 1916

#### PRODUCTS:

Smoked meat, pastrami, corned beef, roast beef, salami, wieners, pepperoni, COORSH is the largest marinator of whole muscle beef meats in Canada, and is the Canadian leader in prepared corned beef, "smoked meat", pastrami, and roast beef products.

#### EXPORTING TO:

Barbados, Bermuda, United States.



### CRUSH CANADA INC.

Floor 12A

2 St. Clair West

Toronto, Ontario

M4V 2Z9

Tel.: (416) 927-2121

Chief Executive Officer:

Harley Simpson

President

Export Manager:

Gord Meyer

Product Manager

No. of employees: 250

Company founded: 1876 Hires

1916 Crush

#### PRODUCTS:

Hires root beer extract for consumer use to produce their own root beer drink.

#### EXPORTING TO:

World markets.



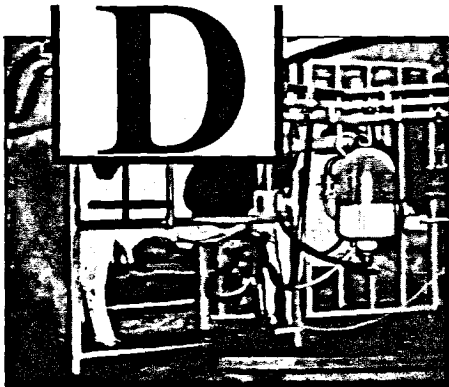
## CUDDY FOOD PRODUCTS LTD.

1226 Trafalgar Street  
London, Ontario  
N5H 1Z5  
Tel.: (519) 455-6060  
Telex: 064-5635  
Chief Executive Officer:  
A.M. Cuddy  
President  
Export Manager:  
Kurt Schoepsdau  
Marketing & Export Development  
Foreign affiliate:  
Cuddy Foods Inc.  
Marshville, North Carolina  
U.S.A.

No. of employees: 360  
Company founded: 1976

### PRODUCTS:

Further processed chicken and turkey products rolls, roasts, portion control, deli products, parts, prepared seafood items, prepared convenience foods.



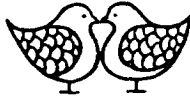
## Dairyland Foods

### DAIRYLAND FOODS

P.O. Box 9100  
Vancouver, British Columbia  
V6B 4G4  
Tel.: (604) 420-6611  
Telex: 043-54591  
Chief Executive Officer:  
Neil T. Gray  
General Manager  
Export Manager:  
Ian F. Greenwood  
Marketing Manager  
No. of employees: 1,300  
Company founded: 1913

### PRODUCTS:

Cheese (cheddar, hard specialties).  
Armstrong brand evaporated milk, skim milk powder. Pacific milk brand UHT tetra pack products. Milk, juices, fruit drinks. General dairy products. Milk, creams, butter, cottage cheese, yogurt, pudding, ice cream. Dairyland brand.



## DEAN'S CHOCOLATES LTD.

7641 Vantage Way  
Delta, British Columbia  
V4G 1A6

Tel.: (604) 946-1116

### Chief Executive Officer:

Dan Love

President

Export Manager:

William Butchart

U.S. Representative

No. of employees: 100

Company founded: 1974

### PRODUCTS:

Chocolate manufacturers, wholesale and retail.

EXPORTING TO:

Japan, United States.



## DOVER MILLS LIMITED

P.O. Box 2185  
Terminal Road  
Halifax, Nova Scotia  
B3J 3C4

Tel.: (902) 429-0622

Telex: 019-21506

### Chief Executive Officer:

John H. Doering

Vice-President and General Manager

Export Manager:

Larry J. Cooke

Export, Purchasing & Traffic Manager

No. of employees: 35

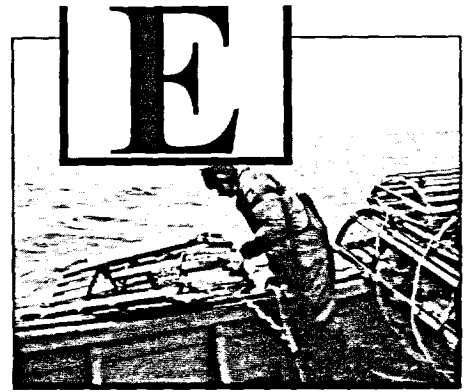
Company founded: 1968

### PRODUCTS:

Bakery flour, family flour and millfeeds.

EXPORTING TO:

Bermuda, Caribbean, Iceland, Middle East.



## EXPOFOODS (CANADA) LTD.

Suite 520

1310 Greene Avenue

Westmount, Quebec

H3Z 2B2

Tel.: (514) 933-7384

Telex: 05-25840

### Chief Executive Officer:

Roman Chodakowski

President

Export Manager:

Renée Church

Secretary-Treasurer

Foreign affiliates:

Alberto de la Fuente

Vice-President

Montevideo, Uruguay

Frank Harrington

Vice-President

Expofoods America Inc.

Gloucester, Massachusetts

U.S.A.

No. of employees: 13

Company founded: 1971

### PRODUCTS:

Squid, cod, Greenland turbot, sole, flounder, haddock, scallops, snow crab, cold water shrimp, centolla king crab, mako shark, clams, lobster, grouper swordfish, sea bass, stone crab.

EXPORTING TO:

Europe, South America, United States.



## EXPORTATION GASPÉ CURED INC.

155 Gaspé Boulevard  
Gaspé, Quebec  
G0C 1R0  
Tel.: (418) 368-6310  
Telex: 014-43220

Chief Executive Officer:  
Raymond Sheehan  
President

Export Manager:  
Andrew O'Brien  
Director Sales & Marketing  
National & International  
No. of employees: 400  
Company founded: 1983  
PRODUCTS:

A consortium regrouping all the independent producers of the genuine and famous GASPÉ CURE SLACK SALTED DRIED CODFISH. Also available, high quality heavy salted codfish: wet salted, soft dried, ordinary cure and semi-dried. Other products: cello pack, filetoni and boneless dried salted codfish.

EXPORTING TO:  
South America, Europe, United States.



## FARMERS CO-OPERATIVE DAIRY LIMITED

P.O. Box 8114  
Station A  
Halifax, Nova Scotia  
B3K 5L8  
Tel.: (902) 835-3373  
Telex: 019-21685

Chief Executive Officer:  
W.E. MacLennan  
President and General Manager  
Export Manager:

J. Barrie Reid  
Marketing Manager  
No. of employees: 600  
Company founded: 1961

PRODUCTS:  
Butter/margarine combination spreads: 20/80, 50/50. Margarine. Cheddar cheese. Long-life dairy and juice products (UHT). No refrigeration needed until opened.

EXPORTING TO:  
Antigua, Bermuda.



## FERROCLAD FISHERY LIMITED

P.O. Box 158  
Batchawana Bay, Ontario  
POS 1A0  
Tel.: (705) 882-2295

Chief Executive Officer and  
Export Manager:  
James MacDonald  
President  
Company founded: 1958  
PRODUCTS:

Lake trout, whitefish, walleye pike, chub, lake herring, and most other fresh water species. Fresh, frozen, processed to customers' specifications. Also specializing in lake herring caviar.

EXPORTING TO:  
Continental Europe, Scandinavia, United States.

## CANADIAN STYLE

### Crumpets

## FORCREST FOODS LTD.

No. 5  
5940 30th Street S.E.  
Calgary, Alberta  
T2C 1X8  
Tel.: (403) 279-2501  
Telex: 03 826 740 FORCREST CGY

Chief Executive Officers:  
R.W. Forrest  
President and Export Director  
L.J. Forrest  
Vice-President

Foreign affiliate:  
Sales Marketing National Inc.  
301 East Main Street  
Barrington, Illinois  
U.S.A.  
60010

Tel.: (312) 382-4111  
No. of employees: 24  
Company founded: 1974  
PRODUCTS:  
Canadian style crumpets.  
EXPORTING TO:  
United States



## Girard INC.

## GIRARD INC.

P.O. Box 1260  
Saint-Césaire, Quebec  
J0L 1T0  
Tel.: (514) 469-3159

Chief Executive Officer:  
Marcel Ostiguy  
President  
Export Manager:  
Paul Perigny  
No. of employees: 60  
Company founded: 1950  
PRODUCTS:

Canned vegetables: peas, cut wax beans, cut green beans, beets, carrots, peas and carrots. Sizes: 10, 14, 19 and 100 ounces.

## Golden Valley

PROCESSORS INCORPORATED

### GOLDEN VALLEY PROCESSORS INCORPORATED

P.O. Box 316  
31632 Marshall Road  
Abbotsford, British Columbia  
V2S 4N9  
Tel.: (604) 853-7431  
(604) 534-7545

Telex: 04-363571  
Answerback: Gold Valley Abb  
Chief Executive Officer and  
Export Manager:  
Ken J. Funk  
President

No. of employees: 18  
Company founded: 1974

#### PRODUCTS:

Full range of jams in 250 ml, 375 ml, and 750 ml sizes, as well as 1/2 oz. and 3/4 oz. portions; honey sweetened jams; natural and homogenized peanut butter in 500 gm, 750 gm, 1 kg and 1.5 kg sizes; honey in 500 gm and 1 kg sizes.

#### EXPORTING TO:

Australia, Japan, United States.

### D. GOLDMAN & SONS LTD.

P.O. Box 160  
Glace Bay, Nova Scotia  
B1A 5V2  
Tel.: (902) 849-5505  
Telex: 019-35241  
Chief Executive Officer and  
Export Manager:  
Raymond I. Goldman  
President

No. of employees: 20  
Company incorporated: 1958

#### PRODUCTS:

Live and frozen eels, live and frozen lobsters, oysters, crab sections, mackerel, salmon, halibut, swordfish, scallops.

### GRENADIER INTERNATIONAL LTD.

Suite 201  
540 Mount Pleasant Road  
Toronto, Ontario  
M4S 2M6  
Tel.: (416) 482-7887  
Telex: 06-23960

Chief Executive Officer:  
Ronald A. Begg  
President  
Export Manager:  
Lynn M. Holliday  
Company founded: 1981

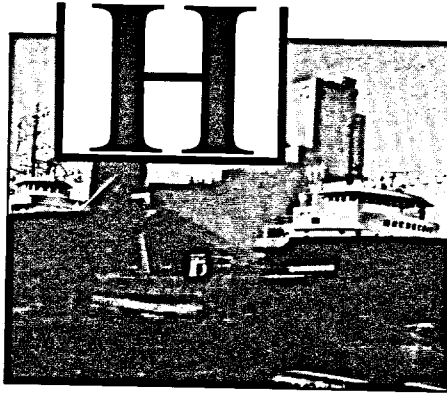
#### PRODUCTS:

MILK MATE INSTANT SYRUPS: chocolate and fruit-flavoured milk modifying syrups.

WILLIAM NEILSON LTD.: confectionery (chocolate and candy bars), granola bars, beverage crystals, and baking cocoa.

ASSOCIATED BISCUITS: products marketed under the trade names Peek Freans, Dad's, and David.

W.T. LYNCH FOODS: sundae toppings, hot chocolate powder, mincemeat, fruit drink concentrate.



Port of  
**Halifax**

### HALIFAX/DARTMOUTH PORT DEVELOPMENT COMMISSION

Suite 900  
Cogswell Towers  
Halifax, Nova Scotia  
B3J 3K1  
Tel.: (902) 429-1400  
Telex: 019-21675  
Export Manager:  
James D. Frost  
Director of Marketing  
No. of employees: 6  
Company founded: 1983

#### SERVICES:

The Halifax-Dartmouth Port Development Commission responds to inquiries by shippers and carriers about the facilities of the Port of Halifax. The Commission conducts research designed to assist transportation through the port. Halifax, as a world-class port, is a gateway between Canada and ports throughout the world. It has two container terminals with dock-side rail links offering daily

service to Central Canada and points west.

EXPORTING TO:  
World markets.

### HIGHLAND FISHERIES LIMITED

P.O. Box 459  
Glace Bay, Nova Scotia  
B1A 5V4

Tel.: (902) 849-6016  
Telex: 019-35141

Chief Executive Officer:  
Ernest Cadegan  
President

Export Manager:

Stanton Guy  
Vice-President

No. of employees: 200  
Company founded: 1972

#### PRODUCTS:

Highland has its own fleet of fishing trawlers and a completely new processing plant scheduled for completion in early 1986. The company will then manufacture a full range of fresh and frozen groundfish (cod, haddock, flounder, sole, ocean perch) products plus the respected Bras d'Or brand rainbow trout. Highland specializes in working with individual customers, large and small, to develop products to suit their specific requirements.

#### EXPORTING TO:

Europe, United States. Enquiries from all countries welcome.

### HUMBOLDT FLOUR MILLS CO. LTD.

P.O. Box 400  
1309 Railway Avenue  
Humboldt, Saskatchewan  
S0K 2A0

Tel.: (306) 682-2577  
Telex: 074-2316

Chief Executive Officer and  
Export Manager:

W.G. Chamney  
President and General Manager

No. of employees: 16  
Company founded:

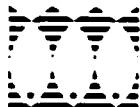
1961 (incorporation)

#### PRODUCTS:

Main export products are yellow/brown and oriental mustard seed. Also limited amounts of canary seed and pulses. Birdseed rape. Flaxseed.

#### EXPORTING TO:

World markets.



**IMPERIAL SALMON  
HOUSE LTD.**

1632 Franklin Street  
Vancouver, British Columbia  
V5L 1P4

Tel.: (604) 251-1114  
Telex: 04-55303  
Chief Executive Officer:  
Douglas G. Ray  
President

No. of employees: 6  
Company founded: 1965

**PRODUCTS:**

Smoked salmon (hot and cold), smoked trout.



**INTERCONTINENTAL  
PACKERS LTD.**

P.O. Box 850  
3003 - 11th Street West  
Saskatoon, Saskatchewan  
S7K 3V4

Tel.: (306) 382-2210  
Telex: 074-2291  
Chief Executive Officer:  
Fred Mitchell  
President

Export Manager:  
Dennis Colter  
Provisions Manager

No. of employees: 1,300  
Company founded: 1940

**PRODUCTS:**

Fresh frozen and fresh pork and beef products. Canned hams and full line of processed meats.

**EXPORTING TO:**

Europe, Japan, United States.



**ISLAND FISH EXPORTS INC.**

R.R. #2  
Winsloe, Prince Edward Island  
C0A 2H0

Tel.: (902) 964-2574  
(506) 577-6223

Telex: 014-44117 BLUEMAC CHTU  
Chief Executive Officer:

K.A. Dormaar  
President

No. of employees: 22  
Company founded: 1981

**PRODUCTS AND SERVICES:**

Live eels; round frozen eels; skinned and gutted frozen eels; dried eel skins; round frozen lampreys; other specialty fish.

All freezing is done fresh live with CO<sub>2</sub> (-65°C).

Consulting services on live fish storage and transport of live fish over land, sea, and by air.



**ISLAND METAL  
FABRICATORS LIMITED**

West Royalty Industrial Park  
Charlottetown, Prince Edward Island  
C1E 1B0

Tel.: (902) 566-4144  
Telex: 014-44164

President & Marketing Manager:

J. Wendell MacDonald

Sales Engineer - Fisheries Division:  
Gordon Tanner

Sales Engineer - Vegetable Division:  
Dale Seely

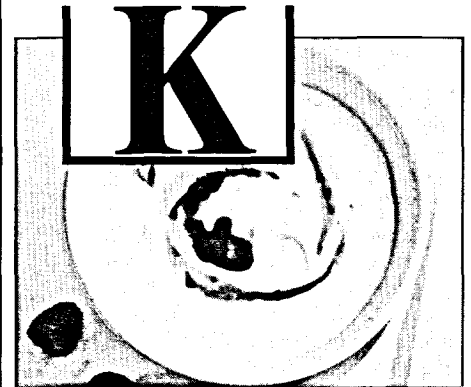
**PRODUCTS AND SERVICES:**

Established in 1969 and having less than ten employees, IMF have expanded several times to presently occupy a modern, well equipped, 18,000 square foot fabrication plant employing 45 people.

Now known throughout Eastern North America for their expertise in the custom design, engineering, layout and fabrication of fish and food processing systems, as well as a unique concept in

fish unloading equipment, IMF continues to be one of the leading manufacturers in their field.

IMF Agencies, a division of Island Metal Fabricators, handles specialized products from offshore countries, allowing the firm to better serve the fishing industry, handling products such as Trio Fish Skinners, Ziegra Ice Makers, etc.



**KELLOGG SALADA  
CANADA INC.**

6700 Finch Avenue West  
Rexdale, Ontario  
M9W 5P2

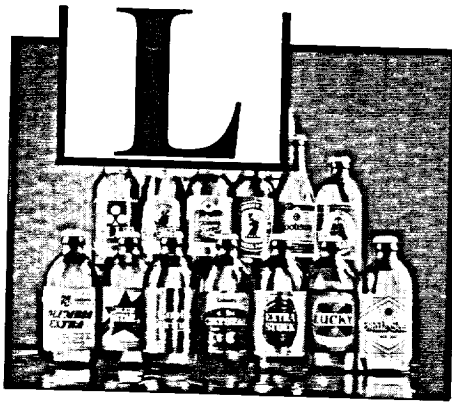
Tel.: (416) 675-5200  
Telex: 06989106  
Chief Executive Officer:  
T.A. Knowlton  
President

Export Manager:

P.M. Comire  
National Sales Development Manager

**PRODUCTS:**

Kellogg Salada is a food processing company which markets teas, crystal drinks, hot chocolate, jelly desserts, salad jellies, pudding and pie fillings, marmalades, sundae toppings, snack dips, dehydrated mashed and sliced potatoes, plus an extensive line of food service products.



**Labatt**  
*Canadian Lager*

**LABATT BREWING COMPANY**

Box 69  
Suite 3200  
#2 First Canadian Place  
Toronto, Ontario  
M5X 1E7  
Tel.: (416) 361-5050  
Telex: 065-24629  
Chief Executive Officer:  
S.M. Oland  
President  
Export Manager:  
Ian McCaskill  
Vice-President Exports

**PRODUCTS:**

Labatt Brewing markets 35 brands of quality beer, ale, malt liquor and stout.

**EXPORTING TO:**

Caribbean, Japan, United Kingdom, United States. Enquiries welcome from all parts of the world.

**LABONTÉ HONEY INC.**

530 Rang Nault  
Victoriaville, Quebec  
G6P 7R5  
Tel.: (819) 758-0840  
Telex: 0583-8592  
Chief Executive Officer:  
Jean-Marc Labonté  
President  
Export Manager:  
Jean-Guy Desaulniers  
Comptroller  
No. of employees: 23  
Company founded: 1971

**PRODUCTS:**

Natural honey (liquid and creamy). Honey jelly (exclusive product). Honey candy, honey pops, honey cough drops. Honey cookies. Honey combs and natural pollen flowers.

**EXPORTING TO:**  
United States.



**LALLEMAND INC.**

1620 Prefontaine  
Montreal, Quebec  
H1W 2N8  
Tel.: (514) 522-2133  
Chief Executive Officer:  
Jean Chagnon  
President  
Export Manager:  
Clifford Caron  
Technical Director  
Foreign affiliate:  
Setric Biologie  
Chemin de Lechut  
Z.A. en Jacca  
31770 Colomiers  
France

No. of employees: 72  
Company founded: 1915

**PRODUCTS:**

Fresh bakers and distillers yeast; active dry selected bakers, distillers and wine yeasts; instant bakers yeast; bakery ingredients.

**LESLIE CHEESE HOUSE CO. LTD.**

423 Erie Street  
Stratford, Ontario  
N5A 6S8  
Tel.: (519) 271-3160  
Chief Executive Officer:  
Joan Leslie Chase  
President

No. of employees: 25  
Company founded: 1951

**PRODUCTS AND SERVICES:**

A full line of top quality cold pack cheese, specialty process cheese and vintage cheddars. Special mammoth cheddars, 500 to 3,000 pounds. Gift packer of Canadian cheese.



**LOVELL & CHRISTMAS (CANADA) INC.**

Suite 1606  
1080 Beaver Hall Hill  
Montreal, Quebec  
H2Z 1S8  
Tel.: (514) 866-4871  
Telex: 055-61349  
Chief Executive Officer:  
W.H. Harper  
Chairman/President  
Export Manager:  
P.J. Couture  
Vice-President  
Foreign affiliates:  
Fitch Lovell P.L.C.; L. Noel & Sons Ltd.;  
Auguste Noel Ltd.; Jus-Rol Limited; Lovell  
& Christmas Ltd.; Société de Salaisons  
Le Vexin S.A.

No. of employees: 13

Company founded: 1896

**PRODUCTS AND SERVICES:**

Commodity trading house handling dairy products, fish, meats, poultry, nuts, fresh and dried fruit, etc.

**EXPORTING TO:**

France, Germany, Hong Kong, United Kingdom, United States, West Indies.





## MADELIPÊCHE INC.

P.O. Box 877  
 Cap-aux-Meules, Quebec  
 G0B 1B0  
 Tel.: (418) 986-3535  
 Telex: 01935135  
 Chief Executive Officer:  
 Jules Pepin  
 President  
 Export Management:  
 Martin Cohen  
 President  
 Belle-Mer Brokerage Inc.  
 No. of employees: 425  
 Company founded: 1955  
**PRODUCTS:**  
 Lobster (live, frozen, canned), crab, ocean perch, cod, sole (fresh and frozen fillets), scallops, mackerel (fresh and frozen).  
**EXPORTING TO:**  
 Europe, Japan, United States.



## MANCO DAIRIES

570 Roseberry Street  
 Winnipeg, Manitoba  
 R3H 0T2  
 Tel.: (204) 786-5911  
 Telex: 07-57898  
 Chief Executive Officer:  
 Ian W. Smith  
 General Manager  
 Export Manager:  
 Tom Warburton  
 Commodity Trading  
 No. of employees: 188  
 Company founded: 1920  
**PRODUCTS:**  
 All varieties of Canadian cheddar cheese plus domestic specialty cheese sold bulk, consumer packages or customer's own private label. Salted and unsalted butter in bulk customer's private label.  
**EXPORTING TO:**  
 Japan, United States.

## MAPLE LEAF SEAFOODS LTD.

P.O. Box 1210  
 11 Bowery Street  
 Picton, Ontario  
 K0K 2T0  
 Tel.: (416) 683-8837  
 Telex: 06-986766  
 Chief Executive Officer:  
 Patrick Dee  
 President  
 Export Manager:  
 Arch Dunlop  
 Manager Marketing  
 Company founded: 1968  
**PRODUCTS:**  
 Processors of lake perch, pickerel-zander, whitefish, eels, smelts and carp. Also Atlantic and Pacific seafoods, mainly salmon, cod, halibut and shrimps.  
**EXPORTING TO:**  
 World markets.



## MARCO PÊCHE LTD.

P.O. Box 245  
 37 St. Pierre Blvd. East  
 Caraquet, New Brunswick  
 E0B 1K0  
 Tel.: (506) 727-4192  
 (506) 727-4410  
 Telex: 014 24587  
 Telefax: (506) 727-2488  
 Chief Executive Officer:  
 Marcel Albert  
 President  
 Export Manager:  
 Taro Takatsuka  
 No. of employees: 5  
 Company founded: 1980  
**PRODUCTS:**  
 1. Frozen: herring, mackerel, cod fillet, turbot fillet, lobster meat, snow crab clusters and meat, shrimp, scallop.  
 2. Salted: cod, herring, mackerel.  
 3. Smoked: herring, mackerel.  
 4. Fresh: lobster, oyster, tuna.  
**EXPORTING TO:**  
 Greece, Japan, United States.

## MARSAN FOODS LTD.

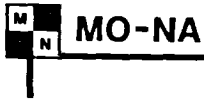
4080 Sheppard Avenue East  
 Agincourt, Ontario  
 M1S 1S9  
 Tel.: (416) 292-9854  
 Chief Executive Officer:  
 Ken Jewett  
 President  
 Export Manager:  
 Graeme P. Jewett  
 Director of Marketing  
 No. of employees: 55  
 Company founded: 1970  
**PRODUCTS:**  
 Marsan Foods is primarily a co-packer of upscale frozen retail entrees. The firm has a full line of frozen soups available for export.  
**EXPORTING TO:**  
 United States.



## MCCAIN FOODS LIMITED

Florenceville, New Brunswick  
 E0J 1K0  
 Tel.: (506) 392-5541  
 Telex: 014-27553  
 Telefax: (506) 392-8156  
 Chairman of the Board:  
 H. Harrison McCain  
 President:  
 G. Wallace F. McCain  
 Export Manager:  
 Paul Burger  
 Foreign subsidiaries:  
 McCain Foods Inc. (U.S.A.), McCain Foods (GB) Limited (United Kingdom), McCain Europa B.V. (Netherlands), McCain Espana S.A. (Spain), McCain Alimentaire SARL (France), McCain Foods (Aust) Pty. Ltd. (Australia), McCain GmbH (Germany), and others.  
 No. of employees: 7,500 (McCain Group, worldwide)  
 Company founded: 1956  
**PRODUCTS:**  
 Frozen French fried potatoes, potato specialties, vegetables, desserts, frozen and non-frozen juices and juice drinks, cheeses, entrees, dehydrated potatoe flakes and granules.





## MO-NA FOOD ENTERPRISES LTD.

7312 - 84th Avenue  
Edmonton, Alberta  
T6B 0H8  
Tel.: (403) 466-1262  
Telex: 037-2872

Chief Executive Officer:  
Otto Holzbauer  
President

Export Manager:  
Rita Holzbauer

Executive Secretary  
No. of employees: 500 (peak season)  
Company founded: 1980  
PRODUCTS:

Canadian wild mushrooms, fresh, dehydrated, brined, frozen. Mushroom soup and sauce mixes. Wild berry products.

EXPORTING TO:  
Asia, Europe, United States.

## MRS. WHYTE'S PRODUCTS INC.

5403 St. Laurent Boulevard  
Montreal, Quebec  
H2T 1S5  
Tel.: (514) 274-2528

Chief Executive Officer and  
Export Manager:  
Simon Witenoff  
President

No. of employees: 45  
Company founded: 1936  
PRODUCTS:

Pickles, pickled peppers, sauerkraut, marinated herring, pickled onions, horse-radish, olives, pickled beets.

EXPORTING TO:  
Australia, England, United States.



## MULTI-NATIONAL SALES LIMITED

P.O. Box 585  
Don Mills, Ontario  
M3C 2T6  
Tel.: (416) 429-4422  
Telex: 06-23424

Chief Executive Officer:  
Gunther R. Homan  
President  
Company founded: 1970  
PRODUCTS AND SERVICES:  
Export trading house dealing in meat and meat products; shortening; vegetable oil; vegetables and fruits (frozen, canned and dried); food preparations including soups, spices, seasonings; fish (salted and canned).  
EXPORTING TO:  
World markets.



## NATIONAL DAIRY COUNCIL OF CANADA

Suite 704  
141 Laurier Avenue West  
Ottawa, Ontario  
K1P 5J3  
Tel.: (613) 238-4116  
Telex: 053-3952

Chief Executive Officer:  
Kempton L. Matte  
President

Company founded: 1918  
SERVICES:

The National Dairy Council of Canada represents the dairy industry processors with the International Dairy Federation, liaises with incoming foreign buying missions and acts as a co-ordinator for industry exhibitions and marketing enquiries.

## Nestlé Enterprises Limited

### NESTLÉ ENTERPRISES LIMITED

1185 Eglinton Avenue East  
Don Mills, Ontario  
M3C 3C7  
Tel.: (416) 429-4411  
Telex: 06-966711

Chief Executive Officer:  
Ian Murray

Export Manager:  
D.R. Garretson

Manager of Business Development  
Foreign affiliates: Worldwide

PRODUCTS:  
Soluble and ground roast coffees, coffee whitener, tea products, instant flavoured drinks, canned juices, puddings, beans, pasta products, mineral and spring water, frozen entrees, vegetables, side dishes, processed potatoes.

EXPORTING TO:  
World markets.



## NORTHERN GOOSE PROCESSORS LTD.

P.O. Box 510  
1st Street S.W.  
Teulon, Manitoba  
ROC 3B0  
Tel.: (204) 886-2552  
Telex: 07-587570

Chief Executive Officer and  
Export Manager:  
Donald R. Salkeld  
President

No. of employees: 150 (seasonal)  
Company founded: 1976

PRODUCTS:  
Goose processing plant, hatchery, farm/ research station, gourmet food products.

EXPORTING TO:  
Hong Kong, United Kingdom, United States, West Germany.



### PAPINEAU FOODS (1983) INC.

Les Aliments Papineau (1983) Inc.  
6569 Papineau  
Montreal, Quebec  
H2G 2X3  
Tel.: (514) 722-1125  
Chief Executive Officer and  
Export Manager:  
Lloyd Arshinoff  
President

No. of employees: 25 to 35  
Company founded: 1983

#### PRODUCTS:

Papineau Foods (1983) Inc. is a young aggressive meat company producing boneless beef and specialty cuts serving both domestic and export markets. The firm is also involved in the trading of other meat products and its current export markets include the United States, England and Japan. Worldwide enquiries are welcome.

#### EXPORTING TO:

Caribbean, Europe, Orient, United States.



### PEXIMO IMPORT-EXPORT LTD.

P.O. Box 953  
55 Edison - Place Bonaventure  
Montreal, Quebec  
H5A 1E8  
Tel.: (514) 871-1571  
Telex: 055-618 11  
Fax: 514-866-0518  
Export Manager:  
Paul Périgny  
No. of employees: 8  
Company founded: 1980

#### PRODUCTS:

With extensive experience in canned and frozen vegetables, Peximo Ltd. is responsible for millions of pounds of vegetables packed per year under different brands. Among the high quality products handled are the following:

peas, wax or green beans, carrots, beets, corn (cream and kernel), peeled potatoes, mixed vegetables, broccoli, cauliflower, Brussels sprouts, lima beans and 3-bean salad; also apples, oranges and grapefruit juice. Expansion projected in vegetable oil, margarine, meats (bacon, fried chicken and ribs).

#### EXPORTING TO:

Germany, United States (East Coast states). Expansion projected to the Middle East.

### PORTAGE TRADE DEVELOPMENT

175 Columbia Street West  
Waterloo, Ontario  
N2J 4M3

Tel.: (519) 885-7640  
Telex: 06-955315

General Manager:

David R. Taylor

Export Co-ordinator:

Marnie R. Lusk

No. of employees: 4,000 (includes all companies of The Heritage Group Inc.)  
Company founded: 1895

#### PRODUCTS:

Portage Trade Development is a division of The Heritage Group Inc. of Waterloo, Ontario, Canada, and is responsible for export sales of products manufactured by the following subsidiaries:

**J.M. Schneider Inc.**, Kitchener, Ontario: processed meat (pork, beef, chicken) retail and food service, fresh meat, cheese, and frozen pastry products.

**F.G. Bradley Inc.**, Toronto, Ontario; Winnipeg, Manitoba; Edmonton, Alberta: portion control beef and pork products for food service.

**National Consolidated Food Brands**, Waterloo, Ontario: cheese, frozen pastry products.

#### EXPORTING TO:

Bermuda, Caribbean, Germany, Japan, United Kingdom, United States.



Ports Canada

Port of Trois-Rivières

### PORTS CANADA PORT OF TROIS-RIVIÈRES

1545 du Fleuve  
Trois-Rivières, Quebec  
G9A 5K2

Tel.: (819) 378-3939

(819) 378-2887

Telex: 05-837226

Port Manager:

Paul Alain, Engineer

Liaison and Marketing Agent:

Robert Masson

No. of employees: 10

#### SERVICES:

Located on the St. Lawrence River, the Port of Trois-Rivières is open to navigation all year. Annual tonnage handled 13,000,000 tonnes. Railway terminal operated by CP Rail.

#### FACILITIES:

3,189 m. of wharves, Ro-Ro ramp, 1 grain elevator: storage capacity 160,000 tonnes. 4 transit sheds (floor area: 37,665 m<sup>2</sup>), open storage area: 38,000 m<sup>2</sup>, tanks and liquid bulk storage available.

#### EXPORTING TO:

World markets.

### POSS DESIGN LIMITED

One West Avenue South  
Hamilton, Ontario  
L8N 2R9

Tel.: (416) 522-9214

Telex: 061-8343

Chief Executive Officer:

Werner Poss

President

Export Manager:

David R. Emery

Director of Sales & Marketing

Foreign affiliates:

Protein Foods Group of companies. Plus agents in the United Kingdom, Australia, New Zealand and Finland.

Company founded:

Protein Foods, 1971

Poss, 1979

#### PRODUCTS AND SERVICES:

Design and manufacture of continuous, single pass, mechanical meat/bone separator systems with capacities ranging from 1 to 10 tons/hour. Design and manufacture of sanitary pumps for pumping bones, feathers, frozen meat or any low viscosity product requiring pressures up to approximately 1,500 p.s.i. and volumes up to 40,000 lbs/hour.

#### EXPORTING TO:

Africa, France, Japan, Thailand, United States, Venezuela.



## PRAIRIE MALT LIMITED

P.O. Box 1150  
Biggar, Saskatchewan  
S0K 0M0  
Tel.: (306) 948-3305  
Telex: 074-2466

Chief Executive Officer:  
A.D. Huffman  
President

Export Manager:  
A.W. Presber

Director of Sales - Export  
No. of employees: 50  
Company founded: 1976

### PRODUCTS:

Brewers' and distillers' malt, malt sprout pellets.

### EXPORTING TO:

Costa Rica, Hong Kong, Indonesia, Jamaica, Japan, Korea, Malaysia, Philippines, Peru, Taiwan, United States, Venezuela.

## PRINCE EDWARD ISLAND POTATO MARKETING BOARD

Suite 204  
420 University Avenue  
Charlottetown, Prince Edward Island  
C1A 7Z5

Tel.: (902) 892-6551  
Telex: 014-44198

Chief Executive Officer:  
D.G. Anderson  
General Manager

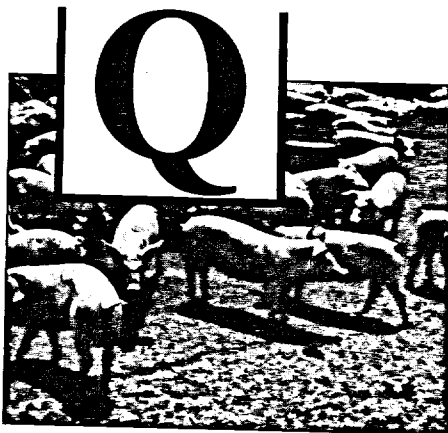
No. of employees: 11  
Organization founded: 1965

### SERVICES:

The Prince Edward Island Potato Marketing Board is a service organization which promotes the sale and use of seed and table potatoes grown in Prince Edward Island (P.E.I.). The Board represents the growers and shippers of P.E.I., and has information available on varieties for various uses. The Board offers white-skinned, yellow-fleshed, red-skinned and Russet potatoes.

### EXPORTING TO:

Algeria, Argentina, Bermuda, Brazil, Cuba, Greece, Italy, Panama, Portugal, Spain, United States, Uruguay, Venezuela.



## QUADRO ENGINEERING INC.

613 Colby Drive  
Waterloo, Ontario  
N2V 1A1

Tel.: (519) 884-9660  
Telex: 069-55260

Chief Executive Officer:  
E.H. Koch  
President

Export Manager:  
David Adams

Vice-President Marketing/Sales  
No. of employees: 36

Company founded: 1976

### PRODUCTS:

Mixing, blending, size reduction, dispersion, granulation and pneumatic transfer process equipment, for food, pharmaceutical and fine chemical industries. Also vacuum conveying systems for material transfer.

### EXPORTING TO:

Australia, China, Denmark, France, New Zealand, Sweden, United Kingdom, United States, Venezuela.



## RONALD A. CHISHOLM LIMITED

Suite 2501  
2 Bloor Street West  
Toronto, Ontario  
M4W 3K3

Tel.: (416) 967-6000  
Telex: 06 22281

Chief Executive Officer:  
Timothy A. Chisholm  
President

Export Manager:  
Walter I. Pelley

Vice-President

No. of employees: 40  
Company founded: 1938

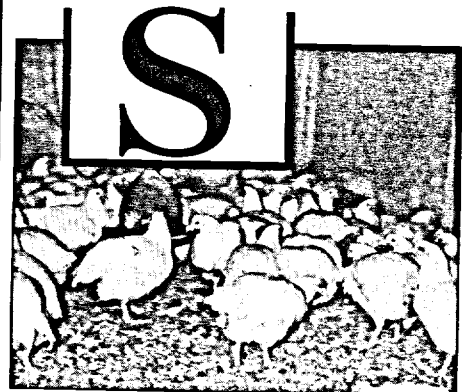
### PRODUCTS:

Ronald A. Chisholm Limited is a trading house involved in the brokerage and trading business in Canada, as well as in the export/import business dealing primarily in all types of food products including the following:

- all packing house products (beef, veal, pork, lamb, horse, goat)
- dairy products (butter, butteroil, cheese, skim and whole milkpowders, whey powders, evaporated and condensed milk, lactose, casein, caseinates)
- animal feeds
- fish and fish products
- eggs and poultry
- dried peas and beans

### EXPORTING TO:

World markets.





## SAMSON BÉLAIR CONSULTANTS

P.O. Box 325  
Stock Exchange Tower  
Montreal, Quebec  
H4Z 1H8  
Tel.: (514) 871-1515  
Telex: 055-61546  
Chief Executive Officers:  
Marcel R. Savard, F.C.A.  
President  
Jean-Claude Gagnon, C.A., C.M.C.  
Senior Vice-President  
Pierre S. Pettigrew  
International Marketing Director  
Foreign affiliate:  
Moore, Stephens and Co.  
No. of employees: 1,000  
Company founded: 1909  
**SERVICES AND EXPERTISE:**  
750 professionals constantly in touch with the business community and the North American banking network. A broad knowledge of the intricate workings of the government administration. The team at Samson Bélair Consultants offers you promptitude, efficiency, expertise and the best business opportunities. Samson Bélair Consultants, a full range of services to expand your North American market. More than 25,000 clients, including 10,000 small- and medium-sized businesses.

**ACTIVE THROUGHOUT THE WORLD:**  
Offices in Montreal, Toronto, Vancouver and in Canada's major economic centres. International affiliate: Moore, Stephens and Co.  
Representatives in more than 60 countries.

## SID'S SUNFLOWER SEEDS (1974) LTD.

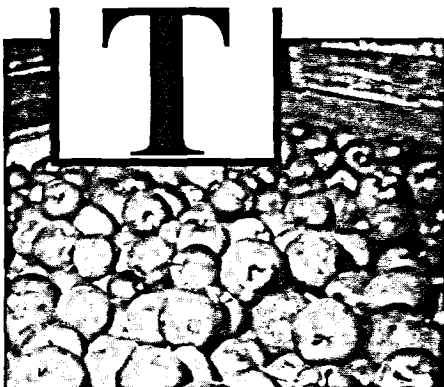
1445 Toronto Street  
Regina, Saskatchewan  
S4R 1N1  
Tel.: (306) 352-8566  
Telex: 071-2393  
Chief Executive Officer and  
Export Manager:  
I. Steen  
President  
No. of employees: 25  
Company founded: 1939

### PRODUCTS:

Roasted and salted sunflower seeds in the shell. Raw sunflower seeds in the shell. Roasted and salted shelled sunflower seeds. Raw shelled sunflower seeds. Roasted and salted pumpkin seeds in the shell. Raw pumpkin seeds. Roasted and salted peanuts, bird seed. Raw pinenut kernels. Sunflower planting seed. All products sold packaged or in bulk.

### EXPORTING TO:

England, Western Europe, New Zealand, Scandinavia, North and Western United States.



## T. AND H. FISHERIES LIMITED

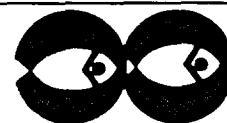
Main Street  
Cox's Cove, Newfoundland  
A0L 1C0  
Tel.: (709) 688-2880  
(709) 688-2041  
Chief Executive Officer:  
Boyd Taylor  
President  
Export Manager:  
Boyce Taylor  
Vice-President  
No. of employees: 40  
Company founded: 1976

### PRODUCTS:

Fish products processed include: herring (salted/spice/vinegar/frozen), cod (fresh/frozen), flounder (fresh/frozen), mackerel (fresh/frozen/salted), capelin (frozen), redfish (fresh/frozen), salmon (fresh), lumpfish roe (salted), herring roe (salted/frozen), lobster (live).

### EXPORTING TO:

Germany, Japan, Sweden, United States.



## TERRA NOVA FISHERY COMPANY LIMITED

38 Bay Bulls Road  
Kilbride, Newfoundland  
A1G 1A5  
Tel.: (709) 364-7371  
Telex: 016-3173  
Chief Executive Officer and  
Export Manager:  
Dr. Cosmas Ho  
President  
Foreign branch office:  
Terra Nova Fishery Company Limited  
Taipei, Taiwan  
No. of employees: 50  
Company founded: 1979  
**SERVICES AND PRODUCTS:**  
Processors of surimi made with Atlantic cod, and 'Seafood Hol' brand of imitation crab meat. Immediate plans to add imitation scallop line. The company is a fully licenced fish processing plant with special interest in the product needs of the Far East markets. Dedicated to development of new and unique products specific to customer request and specifications.  
**EXPORTING TO:**  
World markets.



## TERRY LYNN BAKERIES LTD.

6229 Laurel Street  
Burnaby, British Columbia  
V5B 3B3  
Tel.: (604) 291-2381  
Telex: 04-356649  
Chief Executive Officer:  
William F. Francis  
President  
Export Manager:  
William H. Greenwood  
Executive Vice-President  
Company founded: 1971  
**PRODUCTS:**  
English crumpets, frozen bake off puff pastry, Danish SWT dough, roll, bread.  
**EXPORTING TO:**  
United States.



**TURKEY HILL  
SUGARBUSH LTD.**

R.R. No. 2  
Brome, Quebec  
J0E 1K0  
Tel.: (514) 243-6594  
Telex: Clairol Knowlton  
055-604-97 (Turkeyhill)

President:  
Lloyd B. Herman  
Secretary Treasurer:  
Brian A.F. Herman  
No. of employees: 9  
Company founded: 1976

**PRODUCTS:**  
Maple syrup, dehydrated maple syrup,  
maple sugar, maple syrup filled choco-  
lates, maple butter: standard packaging;  
gift packaging for specialty food, gift  
shops, corporate gifts, incentives pro-  
grammes; "individual portion" packaging  
for hotel and restaurant markets; bulk  
shipments.

**EXPORTING TO:**  
Europe, Japan, Middle East, New  
Zealand, United States.



**WANDER**



**WANDER FOODS**

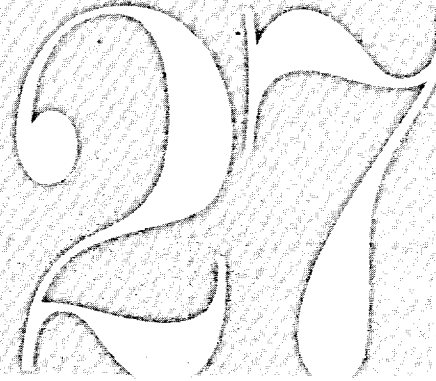
A division of Sandoz Canada Inc.  
1377 Lawrence Avenue East  
Don Mills, Ontario  
M3A 3M4  
Tel.: (416) 449-5171  
Telex: 06-986514

Chief Executive Officer:  
Pierre L. Lansel  
General Manager  
Export Manager:  
Jim Eckert  
Marketing & Sales Manager

No. of employees: 100  
Company founded: 1919  
**PRODUCTS:**  
Manufacturers of Poppycock, a delicious  
buttercrunch candy made with almonds,  
pecans and popcorn in a melted glaze of  
mouthwatering fresh dairy butter and  
brown sugar. This unique, popular and  
shelf-stable confection item is already  
sold in several international markets.

Wander Foods is also the maker of Fiddle  
Faddle, Johnson Nuts, and Ovaltine,  
which is sold in over 130 countries around  
the world.  
**EXPORTING TO:**  
World markets.

# CROSS-INDEX OF ADVERTISERS



## BEVERAGES

### BREWERY PRODUCTS

Carling O'Keefe Breweries of Canada Limited

Labatt Brewing Company Limited

### NON-ALCOHOLIC BEVERAGES

(includes spring and mineral waters, soft drinks, fruit-flavoured drinks etc.)

Agropur, Coopérative Agro-Alimentaire

Caesar Canning Ltd.

Cobi Foods Inc.

Crush Canada Inc.

Dairyland Foods

Grenadier International Ltd.

McCain Foods Limited

Nestlé Enterprises Limited

Pillsbury Canada Limited

Wander Foods

### WINE PRODUCTS

Andrés Wines Ltd.

## FISH AND FISH PRODUCTS

### ATLANTIC PRODUCTS

Belle Bay Products Limited

Brunswick International Seafood Ltd.

Canadian Saltfish Corporation

Connors Bros. Limited

Exportation Gaspé Cured Inc.

D. Goldman & Sons Ltd.

Highland Fisheries Limited

Island Fish Exports Inc.

Madelipêche Inc.

Maple Leaf Seafoods Ltd.

Marco Pêche Ltd.

Mrs. Whyte's Products Inc.

T. and H. Fisheries Limited

Terra Nova Fishery Company Limited

### FRESHWATER PRODUCTS

Ferroclad Fishery Limited

Island Fish Exports Inc.

Maple Leaf Seafoods Ltd.

### PACIFIC FISH PRODUCTS

Imperial Salmon House Ltd.

Maple Leaf Seafoods Ltd.

Trans-Pacific Fish Ltd.

## FOOD PRODUCTS

### BAKERY PRODUCTS

Colonial Cookies

Dover Mills Limited

Forcrest Foods Ltd.

Lallemand Inc.

McCain Foods Limited

Pillsbury Canada Limited

Robin Hood Multifoods Inc.

Sid's Sunflower Seeds (1974) Ltd.

Terry Lynn Bakeries Ltd.

### CONFECTIONERY PRODUCTS

(includes sweets, chocolates, preserved pastry items, etc.)

Dean's Chocolates Ltd.

Grenadier International Ltd.

Portage Trade Development

Sid's Sunflower Seeds (1974) Ltd.

Turkey Hill Sugarbush Ltd.

Wander Foods

### DAIRY PRODUCTS

Agrirove, Coopérative

Agro-Alimentaire

Agropur, Coopérative Agro-Alimentaire

The Alpha Milk Company

Ault Foods Limited

G.E. Barbour Company Limited

Dairyland Foods

Farmers Co-Operative Dairy Ltd.

Leslie Cheese House Co. Ltd.

Manco Dairies

Portage Trade Development

### EGG PRODUCTS

Export Packers Co. Ltd.

### FRUIT AND VEGETABLE

### PRODUCTS

(includes canned, frozen, fresh items and pure juices)

Berryland Foods

Caesar Canning Ltd.

Cavendish Farms

Cobi Foods Inc.

Girard Inc.

Golden Valley Processors Incorporated

McCain Foods Limited

Mo-Na Food Enterprises Ltd.

Nestlé Enterprises Limited

Pillsbury Canada Limited

### HONEY AND HONEY PRODUCTS

Golden Valley Processors Incorporated

Labonté Honey Inc.

### MAPLE PRODUCTS

Turkey Hill Sugarbush Ltd.



**MEAT AND POULTRY PRODUCTS**

Agropur, Coopérative Agro-Alimentaire  
 Cold Springs Farm  
 Coorsh Division — Multifoods Inc.  
 Cuddy Food Products Ltd.  
 Export Packers Co. Ltd.  
 Intercontinental Packers Ltd.  
 Northern Goose Processors Ltd.  
 Papineau Foods (1983) Inc.  
 Portage Trade Development

**SPICES AND SEASONINGS**

G.E. Barbour Company Limited  
 Humboldt Flour Mills Co. Ltd.

Mo-Na Food Enterprises Ltd.

Sid's Sunflower Seeds (1974) Ltd.

**MISCELLANEOUS**

Ault Foods Limited  
 Berryland Foods  
 Canadian Pizza Crust (Western) Ltd.  
 Cavendish Farms  
 Cuddy Food Products Ltd.  
 Grenadier International Ltd.  
 Humboldt Flour Mills Co. Ltd.  
 Kellogg Salada Canada Inc.  
 Lallemand Inc.  
 Marsan Foods Ltd.  
 McCain Foods Limited  
 Mo-Na Food Enterprises Ltd.  
 Mrs. Whyte's Products Inc.  
 Nestlé Enterprises Limited  
 Pillsbury Canada Limited  
 Prairie Malt Limited  
 Sid's Sunflower Seeds (1974) Ltd.  
 Wander Foods  
 Woodstone Foods

**CANADIAN PORTS**

Halifax/Dartmouth Port Development  
 Commission  
 Ports Canada — Port of Trois-Rivières

**CONSULTANTS****BUSINESS AND FINANCIAL**

Samson Bélair Consultants

**FISH STORAGE AND****TRANSPORTATION**

Island Metal Fabricators Inc.

**COOPERATIVES,  
 LOBBYING GROUPS  
 & MARKETING  
 ORGANIZATIONS**

Canadian Association of Fish  
 Exporters

Coopérative Fédérée de Québec

Fisheries Council of British Columbia

National Dairy Council of Canada

Prince Edward Island Potato

Marketing Board

Société québécoise d'initiatives

agro-alimentaires

**FISH PROCESSING  
 EQUIPMENT**

ABCO Industries Limited

Island Metal Fabricators Ltd.

Simnar Inc.

**FOOD PROCESSING  
 EQUIPMENT**

ABCO Industries Limited

Island Metal Fabricators

Poss Design Limited

Quadro Engineering Inc.

**GOVERNMENTAL  
 AGRICULTURAL  
 DEPARTMENTS**

Ministère de l'Agriculture, des

Pêcheries et de l'Alimentation

Gouvernement du Québec

**INTERNATIONAL  
 CARGO CARRIERS**

Air Canada Cargo

**RESEARCH CENTRES**

Canadian Food Products  
 Development Centre

**SALES AGENTS  
 & TRADING HOUSES**

Canada West Trading Company

Clouston Foods

Expofoods (Canada) Ltd.

Lovell & Christmas (Canada) Inc.

Multi-National Sales Limited

Peximo Import-Export Ltd.

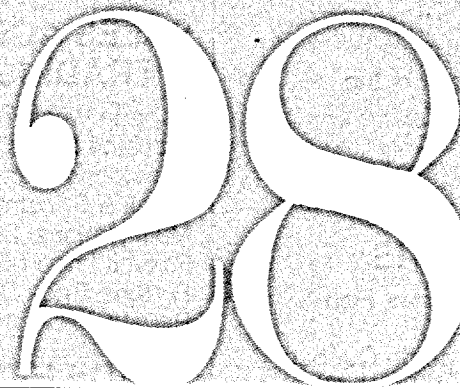
Portage Trade Development

Ronald A. Chisholm Limited

**TRADE EVENTS**

Food Pacific '86

# CORPORATE PROFILES



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## THE ORGANIZATION

The Fisheries Council of British Columbia, an organization of the major fish and seafood processors operating in British Columbia and Yukon Territory, Canada, draws upon a ninety year history of predecessor fisheries organizations, including the British Columbia Seafood Exporters Association (B.C. SEA). Council members produce the majority of the fish and seafood delicacies available from Canada's Pacific coast fishery, supplying a full spectrum of Pacific fish and seafood products to over forty countries. Member companies are committed to the international marketplace to which as much as two-thirds of their production is destined. Of paramount importance to this commitment is the members dedication to meeting the highest quality demands of their discriminating international customers. This quality program has been developed through members' strict quality assurance procedures, and has been improved over the years to meet the increasingly quality-conscious world markets and is confirmed by compliance with the stringent inspection services provided by the Government of Canada.

## COUNCIL ACTIVITIES

The Council provides industry leadership and represents the industry on a wide range of issues. Activities of the Council include:

- developing and implementing generic export marketing programs
- representing the Council's views to government bodies at the Federal, Provincial and Municipal levels in Canada
- gathering and analyzing data related to harvesting, processing and marketing
- addressing technological research and development, and product development issues
- upholding the interests of the fishing industry in general, and of the members in particular in relation to government, the public, and other organizations, both international and Canadian.

## COUNCIL COMMITTEES

The Fisheries Council of British Columbia has a number of committees which meet on a regular basis to address issues such as:

- international marketing
- Canadian marketing
- harvesting
- technological development
- quality assurance.

These committees work in concert with various Canadian government departments and ministries on issues of concern. In addition, they serve as a source of information to other government bodies, news media and the general public on the British Columbia fishing industry.

## INFORMATION

Inquiries for further information about the Fisheries Council of British Columbia and its members are welcome at:

Fisheries Council of British Columbia  
#400 - 100 West Pender Street  
Vancouver, British Columbia  
V6B 1R8  
Tel.: (604)684-6454  
Telex: 04-508441 FABCSEA

## MEMBER COMPANIES

### MEMBER

**Bella Coola Fisheries Ltd.**  
9829 River Road  
Delta, B.C. V4G 1B4  
Tel: (604) 588-1157  
Telex: 04-351233

**British Columbia Packers Ltd.**  
P.O. Box 5000  
Vancouver, B.C. V6B 4A8  
Tel: (604) 277-2212  
Telex: 04-53372

**The Canadian Fishing Co. Ltd.**  
Foot of Gore Avenue  
Vancouver, B.C. V6A 2Y7  
Tel: (604) 681-0211  
Telex: 04-53372

**Lion's Gate Fisheries Ltd.**  
#17-975 Centennial Road  
Vancouver, B.C. V6A 3J8  
Tel: (604) 255-7785  
Telex: 04-55259

**J.S. McMillan Fisheries Ltd.**  
2199 Commissioner Street  
Vancouver, B.C. V5L 1A4  
Tel: (604) 255-5191  
Telex: 04-51512

**Nelson Bros. Fisheries Ltd.**  
P.O. Box 5000  
Vancouver, B.C. V6B 4A8  
Tel: (604) 277-2212  
Telex: 04-355588

**North-Sea Products Ltd**  
1670 East Kent Street  
Vancouver, B.C. V5P 2S7  
Tel: (604) 327-0481  
Telex: 04-507716

**Ocean Fisheries Ltd.**  
2215 Commissioner Street  
Vancouver, B.C. V5L 1A8  
Tel: (604) 254-5751  
Telex: 04-51387

**Trans-Pacific Fish**  
3600 Viking Way  
Richmond, B.C. V6V 1N6  
Tel: (604) 270-8011  
Telex: 04-357500

### PRODUCTS

Fresh and frozen salmon  
Canned salmon  
Herring roe

Fresh salmon  
Frozen salmon  
Canned salmon  
Herring roe  
Groundfish & halibut  
Shellfish  
Smoked salmon/  
black cod

Canned salmon  
Frozen salmon  
Herring roe  
Halibut

Fresh/frozen salmon  
Canned salmon  
Halibut  
Groundfish  
Shellfish  
Herring roe  
Smoked salmon/  
black cod

Fresh/frozen salmon  
Canned salmon  
Herring roe  
Fresh/frozen groundfish  
Smoked salmon/  
black cod  
Pickled product  
Shellfish

Canned salmon

Fresh/frozen salmon  
Herring roe

Fresh salmon  
Frozen salmon  
Canned salmon  
Herring roe

Fresh salmon  
Frozen salmon  
Canned salmon  
Herring roe  
Groundfish

#400, 100 West Pender Street, Vancouver, British Columbia V6B 1R8 Tel.: (604) 684-6454 Telex: 04-508441 FABCSEA

# Fisheries Council of British Columbia



# Société québécoise d'initiatives agro-alimentaires

2 Parc Samuel-Holland, Bureau 284, Québec, Québec G1S 4S5 Tél.: (418) 643-1580 Téléx: 051-3023

# SOQUIA

## SPECIALIZATION

Société québécoise d'initiatives agro-alimentaires (SOQUIA) is a state-owned firm of the government of Quebec whose mandate is to further the development of the food, agriculture and fishery sectors of Quebec industry.

## THE COMPANY

SOQUIA, founded under a special law, is a publicly funded firm whose shares are assigned to the Minister of Finance.

SOQUIA's objectives are:

- to further the establishment, modernization, expansion, development, consolidation or grouping together of firms in the food sector;
- to participate or intervene in the production, processing, packaging and marketing of products related to the agriculture, food or commercial fisheries sectors.

## ACTIVITIES

SOQUIA's main activities consist of acquiring shares and granting shareholder loans to Quebec firms active in the food and agriculture sectors. With an authorized capital of \$85 million, SOQUIA carries out its mandate chiefly by acting as a capital shareholder in firms, usually in a minor capacity. As an associate, SOQUIA can also acquire privileged shares, grant loans and securities, advise the firm and conduct feasibility and profitability studies on new development projects. In seeking out associates, SOQUIA favours innovative projects and firms who play a leadership role in their subsectors. Besides financial participation, SOQUIA provides administrative and technical support to associate firms and is represented on the boards of directors of the latter proportionally to the percentage of shares it holds in the firms in question. Among SOQUIA's associate firms and Culinar Inc., Montreal; involved in pastry, preserves, biscuits, cheeses, prepared meats and the restaurant subsectors; Nutribec Ltée, Quebec City, involved in protein supplements and grains; Snyder & Fils Inc., Bedford, Quebec, involved in frozen vegetables.



SOQUIA is active in certain specific areas through wholly-owned subsidiaries which are either firms servicing the agricultural community or specialized development organizations. These subsidiaries are:

- C.D.M.V. Inc. (Centre de distribution de médicaments vétérinaires) which markets veterinary instruments and medicines both in Quebec and abroad;
- Usine de congélation de Saint-Bruno Inc. which offers freezing and storage facilities for blueberries and other food products;
- Centre d'insémination artificielle du Québec (C.I.A.Q.) Inc. devoted to improving the genetic make-up of dairy and beef cattle herds in Quebec;
- Société québécoise des pêches whose sole function is to further the development of fisheries in Quebec;
- Société québécoise des biotechnologies agro-alimentaires (BIO-AGRAL) whose mandate is to participate in the development of biotechnological industries related to the food and agriculture sectors.

SOQUIA and its subsidiaries are responsible to the Minister of Agriculture, Fisheries and Food, Government of Quebec (Ministre de l'Agriculture, des Pêcheries et de l'Alimentation).

## INTERNATIONAL ACTIVITIES

SOQUIA welcomes enquiries of all types, related to the food, agriculture and fisheries sectors.

## INFORMATION

Information may be obtained by contacting:

Michel R. Saint-Pierre  
Associate Director  
Telephone: (418) 643-1580  
Telex: 051-3023



## THE COMPANY

Pillsbury Canada Limited is a wholly owned subsidiary of The Pillsbury Company, a Delaware corporation based in Minneapolis, Minnesota, U.S.A. The Parent company manufactures, distributes and sells consumer food products in more than 50 countries around the world.

Pillsbury Canada produces a broad range of frozen, refrigerated, canned and bottled products in six manufacturing plants (Tecumseh, London, Midland, Niagara Falls, St. Jacobs in Ontario, Ste. Martine in Quebec). The full time work force in Canada is approximately 700 with more than 1400 "seasonal" employees hired during the spring and summer months.

Pillsbury's experience in Canada began in 1952 with the purchase of a flour mill that developed into a consumer-oriented business centered on cake mixes. By 1975, Pillsbury Canada had altered

and expanded its product orientation toward a more broadly-based focus on consumer products. During the 1970's, The Pillsbury Company acquired the Clark and Green Giant businesses that significantly enhanced Pillsbury Canada's size and scope. Acquisition of the Bright's Food Company and the Martin's Food Company in 1984 added fruit and vegetable beverages to the already extensive list of branded vegetable and dough-based products in Canada. Major brand names today include Pillsbury, Green Giant, Le Sieur, Totino's, Clark, Bright's and Martin's.

### CONTACT

Rod Sherkin  
Pillsbury Canada Ltd.  
243 Consumers Road  
Willowdale, Ontario  
M2J 4Z5

(416) 494-2500

## PRODUCTS

- Vegetables (canned)
  - Corn (Whole Kernel, White, Cream Style)
  - Peas (Sweetlets, Summer Sweet Peas)
  - Beans (French Style, Kitchen Cut, Green and Wax)
- Vegetables (frozen)
  - Corn, Cut or French Style Green Beans, Mixed Vegetables, Sweetlet peas, Sweet peas
- Boil'n Bag
  - The production line includes Rices, Oriental combinations, Cole Crops, Carrots, Beans, Peas and Corn.
- Refrigerated Fresh Dough Products
  - Dinner Rolls, Biscuits
  - Turnovers, Cookies
  - Sweet rolls
- Beverages (pure)
  - Apple Juice
  - Tomato Juice
- Beverages (from concentrates)
  - Orange Juice
  - Grapefruit Juice
  - Apple Juice
  - Prune Nectar
- Fruit
  - Prunes
  - Cherries (Red Sour Pitted)
- Stews
- Pork and Beans
- Frozen Pizza
  - Deluxe
  - Pepperoni
  - Cheese
  - Bacon
  - Sausage

## PRODUCT PROFILE

- Green Giant first to develop special variety of golden corn for canning purposes.
- Corn seed unique to Green Giant label not available on open market.
- Free flowing high quality frozen vegetables in a poly bag.
- This packaging allows for a high quality, unique presentation of vegetables in sauces.
- Unique, patented process for manufacture of fresh, convenient, high quality ready-to-bake dough products for home use.
- 50 years of experience in harvesting and canning.
- Sourced around the world for proper flavour, colour and acid/sugar ratio.
- Only source of Canned Red Sour Pitted Cherries in Canada.
- Unique patented process that delivers a light, crisp crust topped with wholesome ingredients.



**PILLSBURY CANADA LIMITED**

243 Consumers Rd., Willowdale, Ont., Canada M2J 4Z5

Tel.: (416) 494-2500



## SPECIALIZATION

Carling O'Keefe Breweries of Canada Limited is one of three major brewing companies which together account for approximately 96% of all Canadian beer sales.

## THE COMPANY

Carling O'Keefe Breweries has 3,450 employees and operates seven breweries in Canada, with an annual production capacity of approximately 6,720,000 hectolitres. One plant is located in each of the provinces of Newfoundland, Quebec, Ontario, Manitoba, Saskatchewan, Alberta and British Columbia. In Ontario, Manitoba, Saskatchewan, Alberta and British Columbia, the company and other Canadian brewers jointly own companies for the distribution of their product and pay their respective share of operating costs based on market share. In the provinces of Quebec and Newfoundland, beer is distributed through independent distributors and company branches.



## ACTIVITIES AND PRODUCTS

The company manufactures and sells its own and licensed brands. Principal brands are Miller High Life, O'Keefe, Old Vienna, Carlsberg, Carlsberg Light, O'Keefe's Extra Old Stock and Carling Black Label. The company has recently launched Miller Lite. Exports of Old Vienna, O'Keefe and Cinci to the United States are distributed through Century Importers Inc.

Carling O'Keefe Sports was created in 1981 to function as the sports marketing arm of Carling O'Keefe Breweries.

Corporate acquisition have placed Carling O'Keefe in a leadership position in the sponsoring of sports properties in Canada.

## INTERNATIONAL EXPERIENCE

Carling O'Keefe Limited manufactures and sells brewery products in Ireland through a wholly-owned subsidiary, Beamish & Crawford plc. Annual production of this brewery, located in Cork, Republic of Ireland, is approximately 290,000 hectolitres. Beer is distributed either through independent distributors or directly to retail outlets. Principal brands are Carling Black Label, Carlsberg and Bass.

Carling O'Keefe has sold and licensed its brands internationally for many years. Black Label is produced or sold in 15 countries throughout the world and is the largest selling lager in the United Kingdom.

## INFORMATION

Enquiries are welcome and may be directed to:  
John R. Barnett

Executive Vice-President Development

Carling O'Keefe Limited

79 St. Clair Avenue East

Toronto, Ontario M4T 1M6

Canada

Telephone: (416) 922-4848

Telex: 06-22645





## THE COMPANY

The Canada West Trading Company is an exporter of Canadian food and agricultural products. The company markets a wide selection of products ranging from fresh meats and processed foods to spirits and peat moss.

Through the services of a worldwide brokerage network, together with a staff of international marketing experts, Canada West Trading Company offers extensive international marketing services to its Canadian suppliers and international customers.

The company's export marketing philosophy is based on the fact that it requires a long term commitment to develop and maintain export markets. Prior to signing contracts with Canadian suppliers, Canada West Trading must be satisfied that the manufacturer is dedicated and committed to consistent supply and high quality.

Canada West Trading Company purchases products from Canadian sources and sells to customers in the United States, Japan and other Pacific Rim countries, Australia and New Zealand, Europe and the Middle East, as well as South America, Mexico and the Caribbean. The company guarantees the quality of all products sold.

Canada West Trading Company is a dynamic firm searching the world for new markets for Canadian products. During its first year of operation, the company was the recipient of an export achievement award. Over the past few years, it has seen sales increased dramatically through the export of fine Canadian food and agricultural products to markets around the world.

## SERVICES TO CANADIAN PRODUCERS AND PROCESSORS

Canada West Trading Company provides complete international marketing services for small, medium and multi-national Canadian food and beverage manufacturers.

An outline of these services is as follows:

- research of international markets to determine sales potential of suppliers' products
- recommendations of product and package modifications to meet export requirements
- development of a long-term export marketing strategy
- participation in international trade shows and exhibitions
- access to a worldwide network of brokers and agents
- development of a retail marketing program including in-store sampling and advertising
- purchases of product direct from manufacturer, eliminating credit and collection risks to the supplier
- responsibility for all freight, documentation and insurance

## SERVICES TO INTERNATIONAL CUSTOMERS

Around the world, firms purchase Canadian food and beverage products with confidence from Canada West Trading Company.

Our services include:

- one source for a wide selection of Canadian products
- a guarantee of product quality and availability
- an extensive brokerage network
- marketing expertise in maximizing sales volumes and profits for Canadian products

- co-ordination of retail promotion and advertising programs
- acceptance of payment in currency of customer's choice
- price quotes/offers in Canadian or foreign currency (F.O.B., C.I.F., or C.&F. port or warehouse)
- arrangements for all shipping and documentation

## IMPORT

Although export is the main objective of the Canada West Trading Company, import is also another function that is performed by the organization. The company has the ability and expertise to import into Canada specialty food products from foreign countries, as well as handle all distribution, brokerage and invoicing. Like its brokerage network in export market areas, Canada West Trading Company has the contacts throughout Canada to give the foreign manufacturer good representation to successfully sell his product in the Canadian retail and food service industries.

## PRODUCT CATEGORIES

Canada West Trading Company handles a complete line of various food products manufactured and packaged in Canada. The following is a general outline of the types of products that are exported by the company.

### Meat

Beef: fresh, frozen, processed

Pork: fresh, frozen, processed

### Processed Foods

Packaged and canned goods

Frozen foods (all types)

Snack foods

### Dairy products

Cheese

Others

### Fruits and vegetables

### Beverages

Wine

Spirits

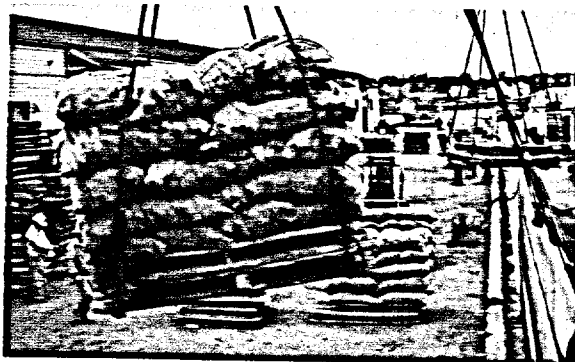
Bottled Water

### Marine Products

Fresh

Frozen

### Other agricultural related products



2nd Floor, 17010 - 103 Avenue, Edmonton, Alberta, T5S 1K7 Tel.: (403) 483-5531 Telex: 037-41376



CANADA WEST TRADING COMPANY





## SPECIALIZATION

Coopérative Fédérée de Québec is a commercial and industrial corporation jointly owned by more than 125 agricultural co-operatives. It is active in several sectors of the agri-food industry among which are the dairy, meat and poultry sectors, grains, feeds and fertilizers, petroleum, farm implements, agricultural supplies and horticulture.

## THE CO-OPERATIVE

Founded in 1922, Coopérative Fédérée de Québec is a federation of Quebec agricultural co-operatives. Within the structure of agricultural co-operation, Coopérative Fédérée de Québec performs a double function: an economic function, that of acting as a wholesale and manufacturing enterprise for member co-operatives; an institutional function, that of representing, promoting and protecting agricultural co-operatives and educating their farmer members. With plants and facilities of various types located throughout the province of Quebec, in 1984, Coopérative Fédérée de Québec employed 2,650 workers and its sales reached the \$1.2 billion mark.

## ACTIVITIES AND PRODUCTS

Operating some of the world's most modern and advanced meat packing plants, Coopérative Fédérée de Québec exports mainly pork cuts and deboned pork products. On international markets, its meat packing operations are widely recognized by industry counterparts for their excellence and innovative spirit. In addition, through a co-operative network of 45 dairy plants owned by co-operative members, the dairy division exports a wide range of products including whole milk powder, skim milk powder, evaporated

milk, cheese and butter. Despite fierce competition on world markets in this sector, Coopérative Fédérée de Québec, in close co-operation with Canadian marketing organizations, is capturing an increasing market share.

## INTERNATIONAL EXPERIENCE

In the meat sector, Coopérative Fédérée de Québec exports approximately one-third of its total production — more than 300 million pounds of meat in 1984 — to some 20 countries, with specific concentration in the United States and Japan. Its dairy division, which already has extensive experience on international markets, exports a variety of products to worldwide markets, particularly Algeria, Nigeria and Libya. Renowned for the quality of its products and its ability to respond to individual customer requirements, Coopérative Fédérée de Québec is constantly seeking new markets for its array of increasingly varied products.

## INFORMATION

For additional information, please contact:

Jean-Marc Bergeron  
Director, Dairy Division  
Yvon Mercier  
Director, Meat Division  
Coopérative Fédérée de Québec  
C.P. 500, Station Youville  
Montreal, Quebec  
H2P 2W2  
Tel: (514) 384-6450  
Telex: 05-826631  
Telefax: 384-8772



## SPECIALIZATION

Labatt Brewing Company is a principal operating division of John Labatt, a broadly-based, Canadian-owned company carrying on business in three major industrial groups: brewing, packaged food and agri products. Its product line includes beer, ale, malt liquor and stout.

## THE COMPANY

Labatt Brewing markets 35 brands of quality beer, ale, malt liquor and stout. The firm operates twelve plants across Canada, with a total brewing capacity of 9.6 million hectolitres.

The continued wide popularity of Labatt's national brands combined with solid regional brand performance and good success of new brand introductions such as "John Labatt Classic" and "Blue Light", have maintained Labatt's leadership in the Canadian beer market. During 1984, Labatt Brewing launched major marketing initiatives, including an important commitment to the new style bottle for its major brands.

## ACTIVITIES AND PRODUCTS

Three distinct product lines, incorporating national, regional and special brands, are brewed and marketed by Labatt's. Major national brands are "Labatt's Blue", "Labatt's 50", "Budweiser", "Labatt's Blue Light", "Labatt's Lite" and "John Labatt Classic", a premium-priced distinctively packaged beer.

"Labatt's Blue", created for the young, contemporary beer drinker, continues to be the top-selling brand in Canada for its popularity with all segments of the public.

"Labatt's 50", launched in 1950 to commemorate 50 years of service to the company by John and Hugh Labatt, quickly became a coast-to-coast success.

"Budweiser", the largest selling beer in the world, was first brewed under contract in Canada by Labatt's in 1980 and was also recently introduced in its own private-mould bottle.

Other national brands cater to the varying tastes of the consumer, Labatt's also places strong emphasis on regional brands that reflect the diversity of Canada's history and geography. Special brands include "Guinness", which is brewed under licence,

"Labatt's Super Bock", a seasonal product, and "Labatt's Select", launched in 1984 to critical acclaim as Canada's only low-alcohol beer with a full beer taste.

"Twist Shandy" was introduced early in 1986 to the Canadian market. "Twist Shandy" is a low alcohol flavoured beer beverage and is the first of its kind in North America. It is an innovative and high quality product that appeals to a broad range of consumers and that is already highly popular.

In addition, Labatt's has a long-standing commitment to a wide range of both amateur and professional activities in sports, cultural and entertainment sponsorships on a national, regional and community level. The corporate responsibility of Labatt's has been expressed through a significant advertising campaign directed to heighten drinking and driving awareness.

## INTERNATIONAL EXPERIENCE

The unique characteristics of Labatt's products which have earned wide acceptance across Canada are contributing to growing popularity in the United States. Labatt beer is the only Canadian beer available at the world famous EPCOT Centre in Florida. Labatt Importers markets beer and ale through independent distributors in 35 states in the U.S. that include all major markets for import beer.

The United States is the largest, most competitive beer market in the world. It is in this market that "Labatt's Blue", "Labatt's 50" and "Labatt's Lite", with their distinctive packaging identities, are winning new friends every year.

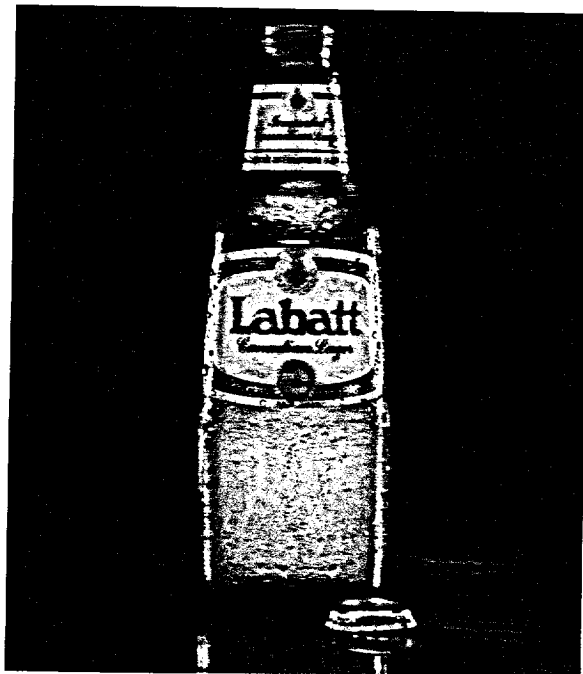
In addition, this year Labatt commenced shipments of "Labatt's Blue" to Japan and substantially increased sales to the United Kingdom and the Caribbean. International acceptance of Labatt products is excellent and significant volume potential in exports is foreseen for the immediate future.

## INFORMATION

Enquiries are welcome, and may be directed to: Ian McCaskill

Vice-President Exports  
Labatt Brewing Company  
Tel.: (416) 361-5050

Labatt's quality control assures excellence in product through brewing, packaging, and distribution.



# Labatt Brewing Company Limited

Suite 3200, #2 First Canadian Place, Box 69, Toronto, Ontario M5X 1E7 Tel.: (416) 361-5050 Telex: 065-24629

Labatt  
Canadian Lager



# Terra Nova Fishery Co. Ltd.

38 Bay Bulls Road, Kilbride, Newfoundland A1G 1A5 Tel.: (709) 364-7371 Telex: 016-3173

## SPECIALIZATION

- surimi
- imitation crab meat
- dried squid
- female capelin with roe
- frozen groundfish

## THE COMPANY

Terra Nova Fishery Company Limited was incorporated in 1979 to produce dried squid for export to Far East markets. Staffed by a management team qualified in every phase of fish production, it has quickly adapted to new technology with great success. It is the first company in North America to commercially produce the product acceptable to this export market. It is a very versatile company, always open to new ideas with product quality a top priority.

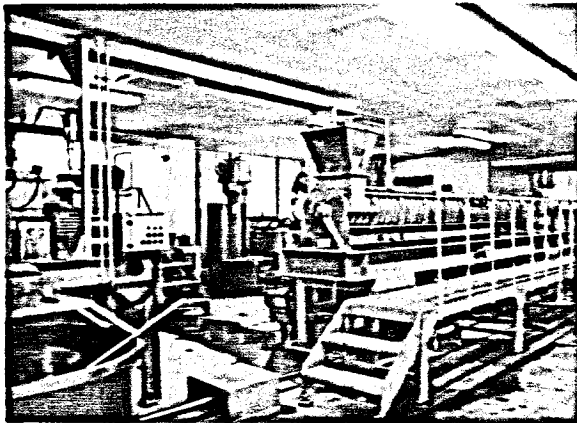
## ACTIVITIES AND PRODUCTS

In 1981 Terra Nova Fishery Company Limited began secondary processing and successfully developed further production of several other fish species, including groundfish and female capelin with roe. This innovation of product continues with Terra Nova Fishery being the first company in the world to produce surimi from Atlantic cod. In addition to its surimi processing capabilities, the company also produces imitation crab meat under its own label 'Seafood HO!' as well as under various other 'private' labels. Immediate plans include the addition of an imitation scallop line and the development of a unique, high food value, 'snack' food.

## INTERNATIONAL EXPERIENCE

Branch office in Taipei, Taiwan set up to cater to the specific needs of our clients in this market.

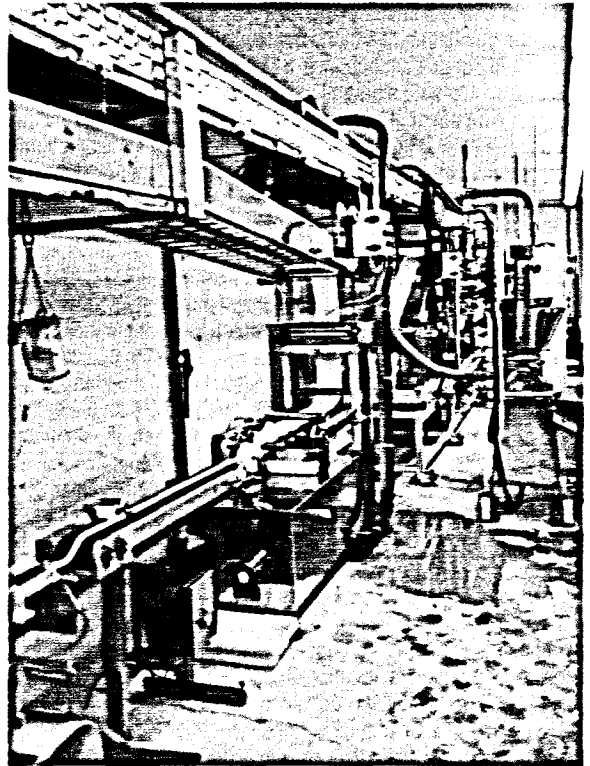
Small portion of 'surimi' processing line at the Clarenville, Newfoundland plant.



## INFORMATION

For further information, please direct enquiries to:  
Dr. Cosmas Ho or Barbara Lawlor  
Telephone: (709) 364-7371  
Telex: 016-3173

A portion of 'crab stick' processing line showing the 'legs' being formed.



Small portion of 'surimi' processing line at Clarenville, Newfoundland plant.



## SPECIALIZATION

Robin Hood Multifoods Inc. is a diversified food processing and marketing company serving the consumer, industrial, agricultural and away-from-home eating markets.

## THE COMPANY

Robin Hood Multifoods was founded in 1909 and is a wholly-owned subsidiary of International Multifoods Corporation, Minneapolis, Minnesota. Robin Hood Multifoods executive offices are in Willowdale, Ontario and Montreal, Quebec. Thirteen processing plants are located in the provinces of Quebec, Ontario, Saskatchewan, and Newfoundland. Products are exported through its International Trading Operations.

## ACTIVITIES AND PRODUCTS:

Robin Hood Multifoods provides quality products and services worldwide. The company also franchises fast food concepts worldwide and conducts International Trading activities. Major product lines include:

- Consumer Products
  - Robin Hood all-purpose and specialty flours
  - Robin Hood baking and specialty mixes
  - Robin Hood oats
  - Old Mill oats
  - Brodie XXX self-raising flour
  - Bick's pickles, relishes and specialty items
  - Rose Brand pickles and relishes
  - Woodman's horseradish and sauces
  - Kretschmer wheat germ

- Industrial Products
  - Robin Hood bakery flours
  - Robin Hood biscuit flours, pasta flours and semolina
  - Robin Hood bakery mixes
  - Robin Hood oat products
  - Robin Hood frozen bake-off products
  - Instant yeast
- Agriproducts
  - Supersweet livestock and poultry feeds
- Away-from-home eating
  - Mister Donut Shops

## INTERNATIONAL EXPERIENCE

Robin Hood Multifoods trades worldwide. The International Trading Operations has skilled representatives to serve your business with a wide range of products and services.

## FOR INFORMATION

In Canada: L.R. Slater

Robin Hood Multifoods  
P.O. Box 8505, Station A  
Montreal, Quebec H3C 3P1  
Tel.: (514) 343-4140  
Telex: 05566398 RHFM MTL

In U.S.A.:

L.M. Miller  
International Multifoods  
Multifoods Tower, P.O. Box 2942  
Minneapolis, Minnesota 55402  
Tel.: (612) 340-6574  
Telex: 6879113 INTLM UW



# Robin Hood Multifoods Inc.

243 Consumers Road, Willowdale, Ontario M2J 4W8 Tel.: (416) 496-1515  
P.O. Box 8505, Station A, Montreal, Quebec H3C 3P1 Tel.: (514) 343-4140



robin hood  
multifoods  
inc.

# Export Packers Co. Ltd.

250 Summerlea Road, Bramalea, Ontario L6T 3V6 Tel.: (416) 792-9700 Telex: 06-988533

## SPECIALIZATION

Export Packers Co. Ltd. is the largest egg processor in Canada, producing some of the highest quality egg products in the world. The company is also a main Canadian exporter, importer and distributor of a wide variety of fresh and frozen meats, poultry and seafoods.

## THE COMPANY

From its beginning as a small food retailer in 1935, the company has grown spectacularly to become a very significant component of the Canadian food processing, wholesaling and biotechnology industries. The company headquarters are located in Bramalea (Toronto), Ontario, and its processing and research and development facilities are located in Winnipeg, Manitoba.

## ACTIVITIES AND PRODUCTS

Export Packers trades all types of meat and egg products. It is always interested in offering either to buy or sell these products. In addition, the company also represents major meat and seafood packers in Canada on an exclusive basis.

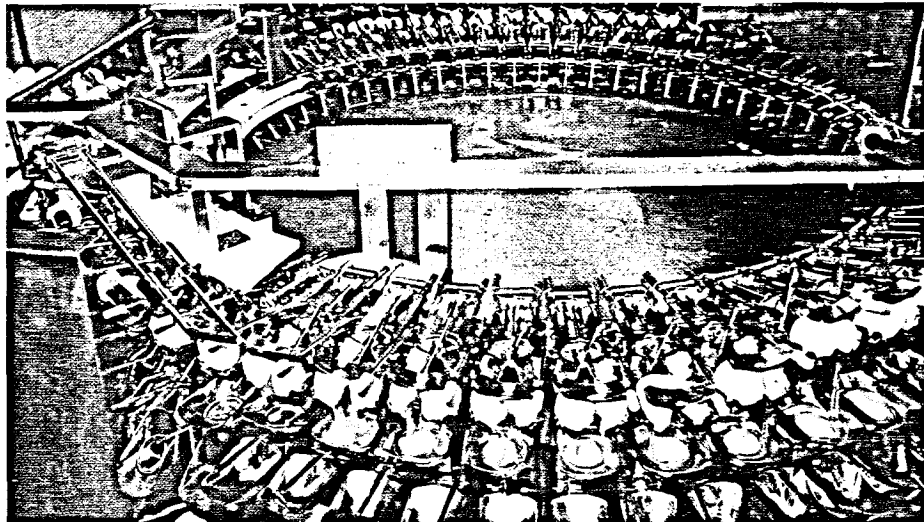
## INTERNATIONAL EXPERIENCE

Export Packers is a very substantial exporter/importer of food products, with significant market exposure in the United States, Japan, Europe and Central and South America. Today Export, Packers is the largest Canadian exporter of processed egg products to world markets. The company is also evolving into a major force in the Canadian biotechnology industry, producing enzymes for the world's pharmaceutical industry.

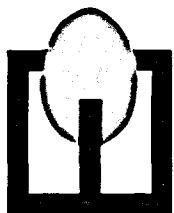
## INFORMATION

For further information, please direct enquiries to:  
Robert D. Wilson  
Manager, Import and Export Sales  
Export Packers Co. Ltd.  
250 Summerlea Road  
Bramalea, Ontario  
L6T 3V6  
Tel.: (416) 792-9700  
Telex: 06-988533

Ultra-modern, fully automated egg production facility.



Frozen meats, poultry and seafood, one of Exports Packers' main product groups.





## SPECIALIZATION

PORTAGE TRADE DEVELOPMENT exports products manufactured by companies of The Heritage Group Inc. which specialize in high quality processed meat products, fresh meat, portion control meat, cheese, cheese slices, frozen pastry products and frozen entrees.

## THE COMPANY

Portage Trade Development is a division of The Heritage Group Inc., located in Waterloo, Ontario, Canada, responsible for export sales of products manufactured by the following subsidiaries:

J.M. Schneider, Inc.,

Kitchener, Ontario.

F.G. Bradley, Inc.,

Toronto, Ontario

National Consolidated Food Brands

Waterloo, Ontario.

The manufacturing divisions for which Portage Trade Development is the export sales arm, are manufacturers of high quality retail and food service brands. The Schneider and F.G. Bradley brands are household words in Canada and many of its export markets. The Schneider brand of retail meat products is also manufactured under licence in Bridgetown, Barbados for distribution in the Caribbean.

## PRODUCTS

Fresh, processed and portion controlled meats, poultry, cheese, cheese slices, frozen pastry items, and frozen entrees.

## INTERNATIONAL EXPERIENCE

The Heritage Group Inc. has been exporting for many years through their wholly owned subsidiaries to England, Japan, Bermuda, the Caribbean, Germany and the United States.

Portage Trade Development was set up as a separate and wholly owned division of The Heritage Group Inc. in 1982 to specialize in export marketing and sales of its products.

## INFORMATION

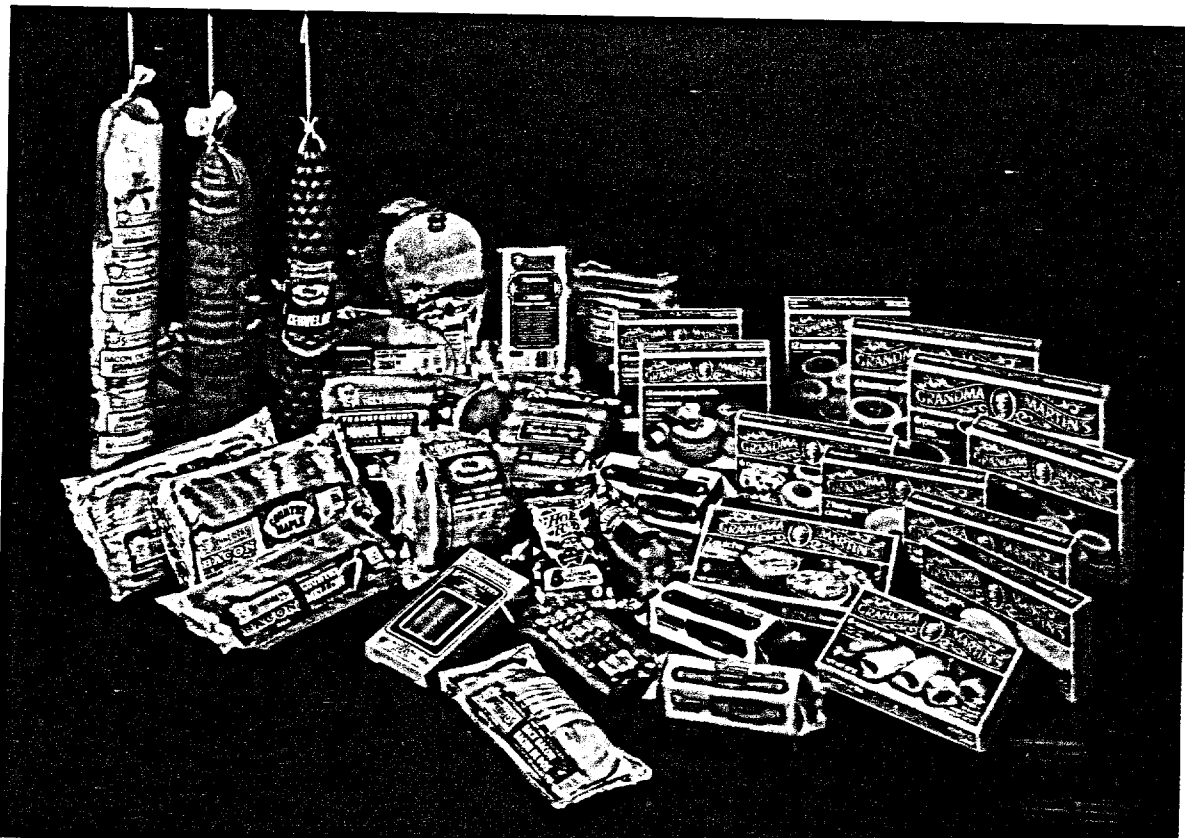
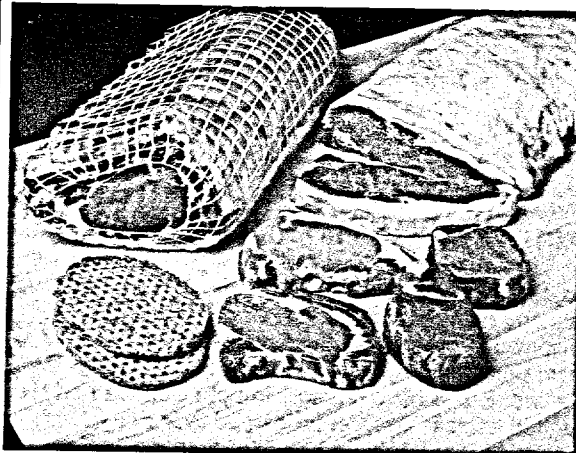
For further information, please direct inquiries to:

David R. Taylor

General Manager

Telephone: (519) 885-7640

Telex: 06-955315



# Portage Trade Development

175 Columbia Street West, Waterloo, Ontario N2J 4M3 Tel.: (519) 885-7640



# Canadian Food Products Development Centre

P.O. Box 1240, 810 Phillips Street, Portage la Prairie, Manitoba R1N 3J9 Tel.: (204) 857-7861

## SPECIALIZATION

The Food Centre operates on a fee-for-service basis with the food, beverage and feed industries to solve technological problems for existing or planned food production and processes. It provides expert advice and information on using technology to improve a client's profits, productivity and product quality as well as providing assistance on compliance to government regulations. The microbiology, chemistry and food labs in combination with the pilot plant allow prototype development of processes and actual small-scale production for process and market evaluation.

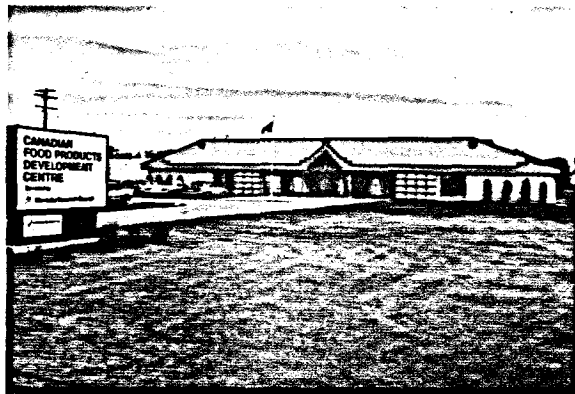
## THE COMPANY

Established in 1978 in Portage la Prairie, Manitoba, the Centre expanded from 300 square metres and two employees to 2,000 square metres and a highly trained team of 24 scientists, engineers and technicians. In its seven years of operation, the Canadian Food Products Development Centre has worked with 200 clients and has completed more than 500 fee-for-service projects. It is operated by the Manitoba Research Council, an agency of Manitoba Department of Industry, Trade and Technology and is partially funded by the provincial government. Close liaison with the National Research Council is maintained through direct support of personnel and federal granting programs.

## ACTIVITIES AND PRODUCTS

In its relatively short history, the Centre has helped to develop a number of new food products that have already reached the market. Centre staff was involved in developing the silverskin cocktail onions now processed by B & B Foods Ltd. of Portage la Prairie. B & B have markets in both Canada and the United States. The Centre helped launch J. C. Foods Ltd. of Winnipeg, Manitoba, manufacturers of gourmet chicken and veal products. J. C. Foods Ltd.

The Canadian Food Products Development Centre, Portage la Prairie, Manitoba, provides technological advice and information to the food industry.



competitively market their product from Alberta to Ontario. Development of Brie cheese products and test market production was also done at the Centre and the client has now opened a plant in Quebec. Studies have been undertaken for various federal government departments. One involved development of a food waste recovery/utilization concept to improve industry profitability and to reduce organic loads to a local treatment plant. Another study developed a preliminary body of information on how to preserve fresh-cut vegetables and to minimize spoilage and loss of quality by controlling physical and chemical factors.

## INTERNATIONAL EXPERIENCE

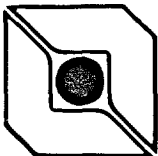
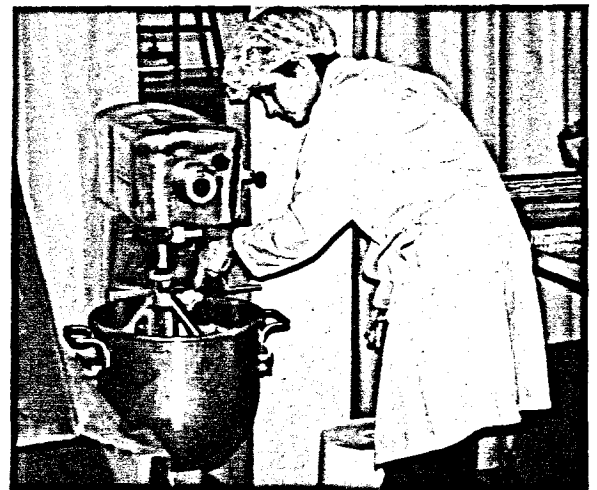
Senior staff have participated in an international technology exchange program. Negotiations are in progress regarding Centre involvement in a significant project in South America. The Food Centre personnel have a close working relationship with several internationally known engineering consulting firms.

## FOR INFORMATION

For further information, please contact:

Dr. T.J. McEwen  
Centre Director  
Canadian Food Products Development Centre  
P.O. Box 1240  
Portage la Prairie, Manitoba  
R1N 3J9  
Telephone: (204) 857-7861

The pilot plant allows prototype development of processes and actual small-scale production for process and market evaluation.



## SPECIALIZATION

Windsor-based Simnar Inc. is the country's only manufacturer and exporter of the highly recognized 'Simor' line of fish processing machinery. It specializes in the fabrication of automated high-speed production equipment for the worldwide fishing industry.

## THE COMPANY

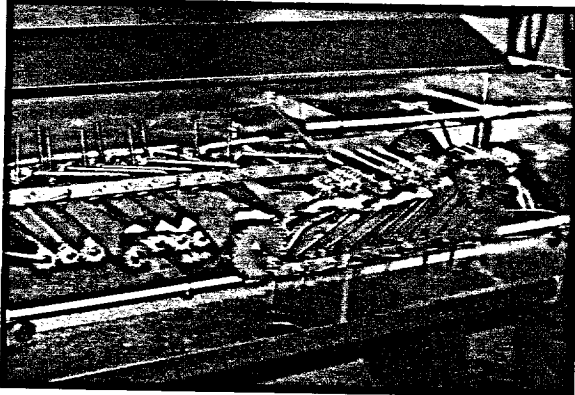
Simnar Inc. was incorporated in 1977 after operating under the trade name of 'Simor Fish Scaling Machines' for 17 years. Since then, Simnar has achieved the respectability and dependability associated with their many products. Simnar Inc. is an independent, family-owned business with all manufacturing, sales, research, development, and corporate operations originating at its single modern facility.

## PRODUCTS

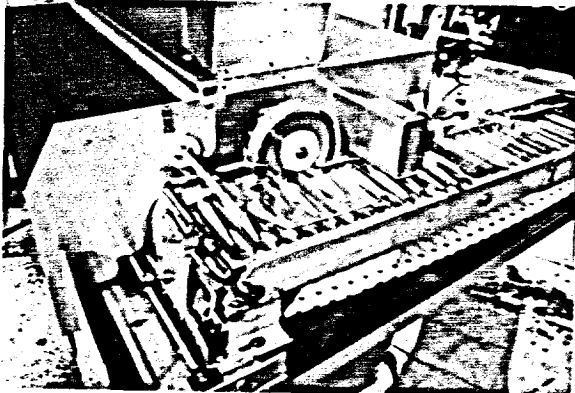
### • SIMOR AUTOMATIC HIGH-SPEED FISH SCALING MACHINES

A new concept in scale removal, they descale most species of fresh and salt water fish, cleanly and efficiently. Seventeen models are available, making usage ideal for small, medium and large processors. Installation may be made on-board fishing vessels as well as factories ashore.

'Simor' High Speed Fish Scaling Machine with safety hood open depicting scaling mechanism in operation.



View of feed trays and head cutting apparatus on 'Simor' Automatic Heading/Eviscerating Machine.



### • SIMOR HEADING/EVISCERATING MACHINE

(for shoal fish)

A new generation of fish processing equipment, the Simor EVS removes the head and viscera of smelt, sardine, anchovy, herring and similar type fish.

### • SIMOR ORIENTATOR/FEEDER SYSTEMS

Designed to further automate processing operations, Simor Feeder Systems can be used in conjunction with our Simor Scalers and Heading/Eviscerating machines as well as similar type machinery. Lowers labour costs while increasing production.

### • SIMOR Conveyor Systems, Cutting and Packaging Tables, Smoking and Freezing Racks, Wash Tanks, Scale Catcher Baskets, etc.

All of which are custom made to each customer's precise measurements.

## INTERNATIONAL EXPERIENCE

Simnar Inc.'s equipment and machinery are known and respected for their performance in over 21 countries worldwide. Simnar's exports contribute to approximately 78% of annual sales. Present area of sales include the United States, Iceland, New Zealand, Uruguay, Israel, Saudi Arabia, Africa, Germany, etc.

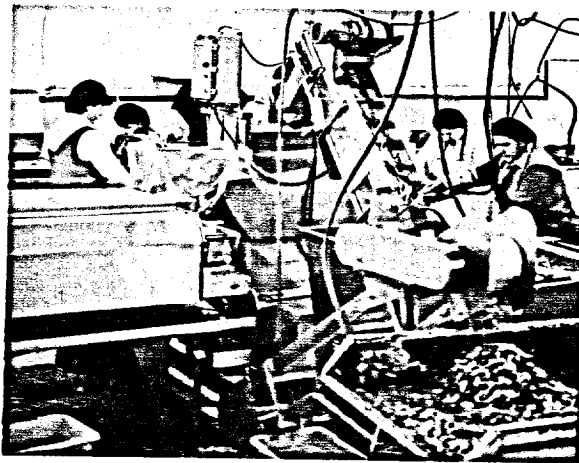
The above mentioned countries are testimony to the versatility and adaptability of our equipment, required by such a diverse market.

## FOR INFORMATION:

Please contact:

Dianne Molnar, Vice-President, Sales & Marketing  
Tel.: (519) 737-6556 Telex: 064-77881

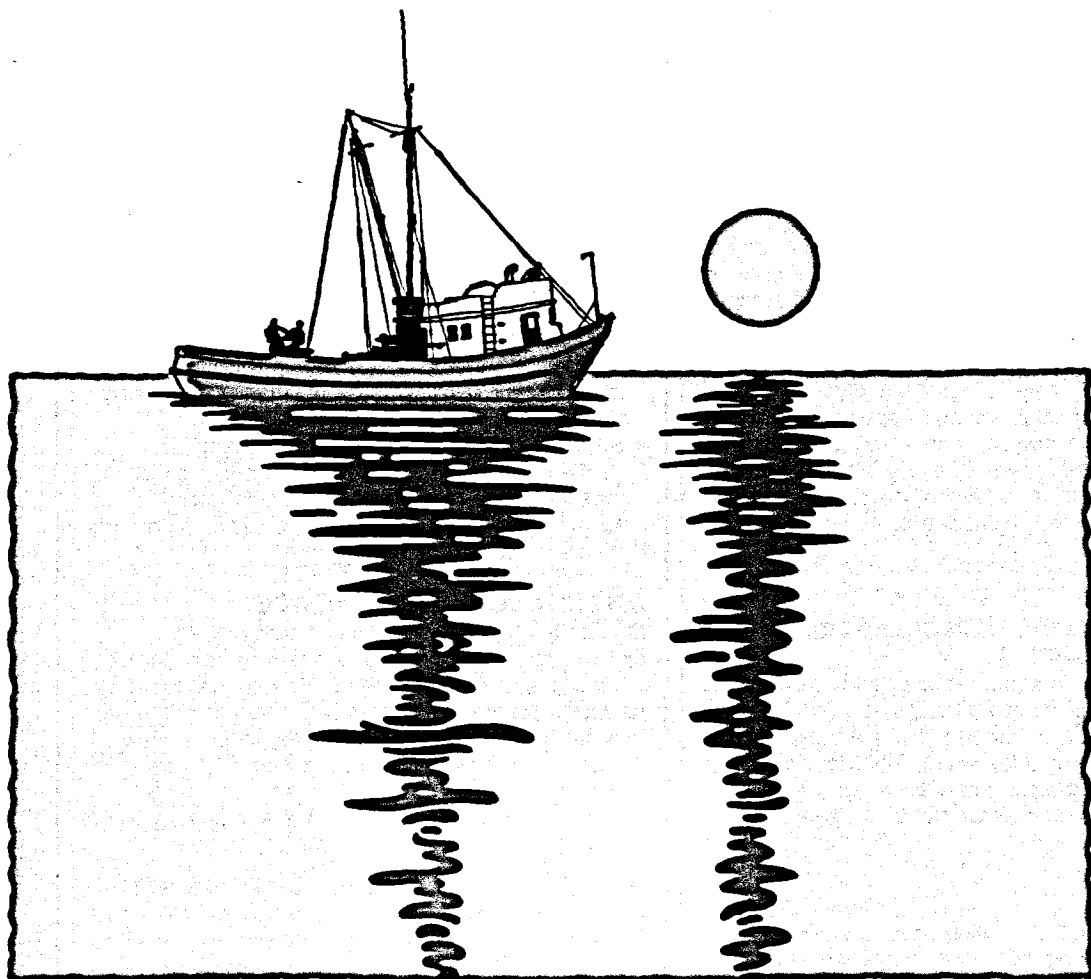
'Simor' Orientator/Feeder System in operation, feeding four 'Simor' processing machines at local processor's plant.



# Simnar Inc.

1585 Moro Drive, R.R. #1, Windsor, Ontario N9A 6J3 Tel.: (519) 737-6556 Telex: 064-77881





For close to 50 years, a call to Clouston Foods has meant the finest in fish and seafood. Today, more than ever, Clouston's high standards serve the seafood industry worldwide, in every capacity: as broker, exporter, importer and as primary distributor. For quality and continuity of supply - count on Clouston, every time.



**Clouston Foods Canada Limited**  
1560 Brandon Crescent  
Lachine, Quebec,  
Canada H8T 2M9  
Tel.: (514) 634-6951  
Telex: 05-821736

**Clouston Foods Europe Limited**  
924 Oxford Road,  
Tilehurst, Reading, Berks,  
England RG3 6TB  
Tel.: 734-25544  
Telex: 848071/848026

**Clouston Foods Pacific Limited**  
220 West Mercer Street  
Suite 206  
Seattle, Washington 98119  
Tel.: (206) 284-3580  
Telex: 15-2154

**Clouston Foods U.S.A. Inc.**  
2 Main Street  
Gloucester, Massachusetts 01930  
Tel.: (617) 281-3450  
Telex: 94-0739

**Clouston Foods Canada Limited**  
8 Director Court  
Suite 101  
Woodbridge, Ontario  
Canada L4L 3Z5  
Tel.: (416) 851-6771  
Telex: 065-27437

# THERE IS A LOT OF CANADA IN A BLUE



Ask for a "Blue." Canada's Largest Selling Lager.

**IMPORTED  
FROM CANADA**

# LES FERMES CAVENDISH® FARMS

## SPECIALIZATION

The Potato Specialists

- Frozen French fried potatoes.
- Frozen specialty fried potatoes.
- Frozen pre-formed fried potato products.

## THE COMPANY

Established in 1980, Cavendish Farms is a wholly owned Canadian company specializing in frozen potato products. Cavendish Farms is the only frozen processor to exclusively use Prince Edward Island potatoes. Our processing facilities in P.E.I. take special care to preserve the unique flavour which our Russett Burbank potatoes are known for.

## PRODUCTS

### FOOD SERVICE

- 3/8", 1/2" Straight Cut and Crinkle Cut
- 7/16" Straight Cut
- Shoestring
- Prime Cut (skin on style)
- Country Cut (steak fries)
- Golden Hash Brown Patties
- Golden Nuggets
- Golden Crowns
- Potato Skin Boats
- Potato Skin Splits
- Diced Hash Browns
- Home Fries

### Retail

- Straight Cut
- Crinkle Cut
- Shoestring
- Prime Cut
- Country Cut
- Golden Hash Brown Patties
- Golden Crowns
- Golden Nuggetts
- Potato Stuffing
- Potatoes O'Brien
- Diced Hash Browns
- Home Fries



## INTERNATIONAL EXPERIENCE

In 1984, Cavendish Farms was the only food processor to receive the "Canadian Export Award". Each year, with these prestigious awards the Canadian Government recognizes companies which have achieved outstanding success in exports over the previous three-year period.

We believe the commitment and dedication of all our employees towards providing products of world-class standards resulted in recognition of Cavendish Farms extraordinary contribution to the Canadian food industry. This commitment extends throughout our organization: from the people involved in our processing facilities to the sales and marketing professionals responsible for customer service.

Our location near two major international seaports assures uninterrupted service to our customers in the Far East, Australia, the Caribbean, Bermuda, Europe and the Middle East. Highway networks link our processing facilities to customers throughout the United States of America. Cavendish Farms is dedicated to maintaining our growing image around the world as "The Potato Specialists".

## INFORMATION

### U.S.A. AND THE CARIBBEAN:

E.P. Barnhill  
Director of Sales  
Cavendish Farms  
39 Edgell Road  
Shawmut Bank Building  
Massachusetts, U.S.A. 01701  
Phone: (617) 875-6635  
Telex: 200262 RCA

### FAR EAST, EUROPE, MIDDLE EAST AND AUSTRALIA:

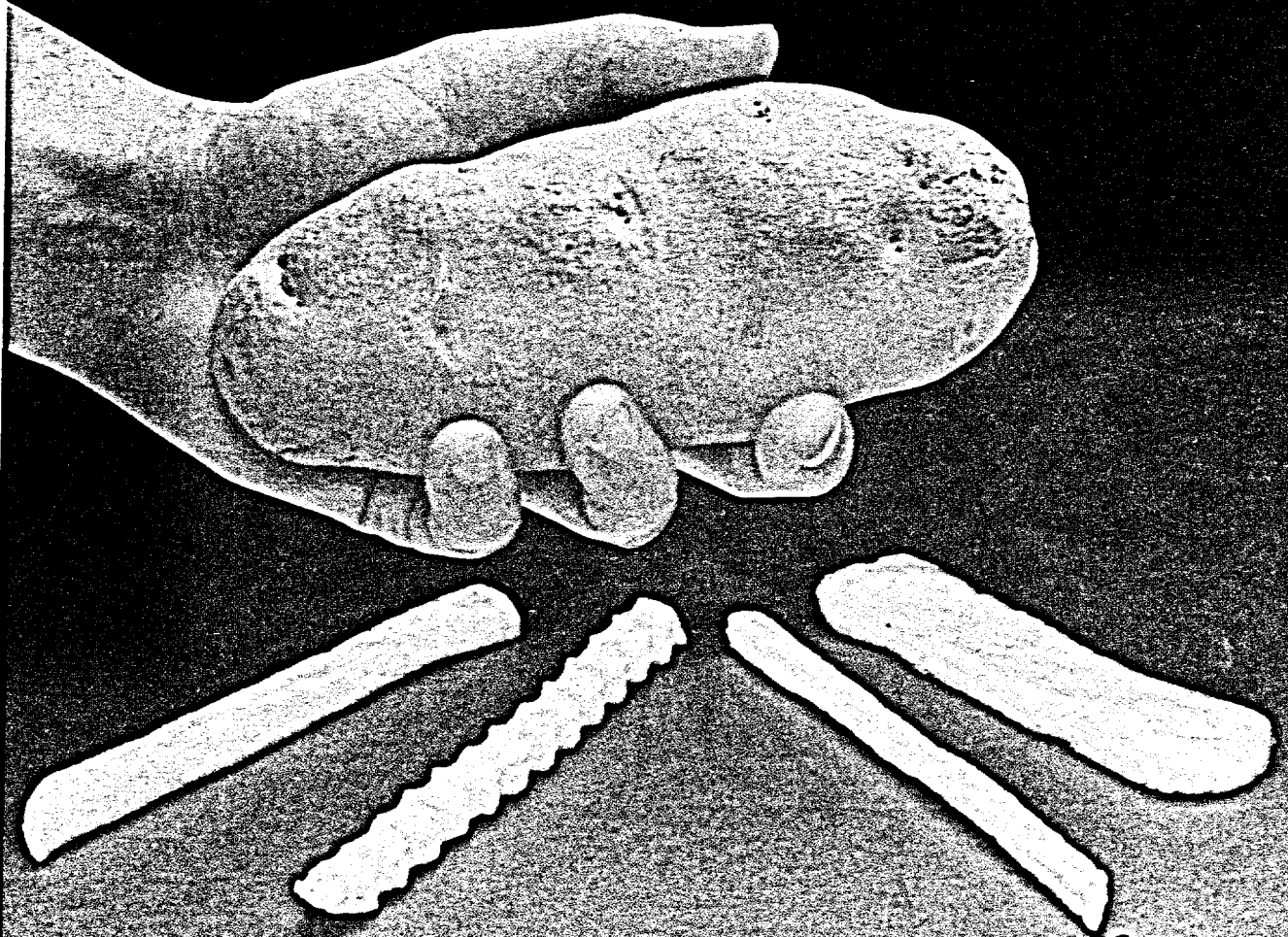
Gene Kayal  
Export Business Manager  
Cavendish Farms  
Head Office



Prix d'excellence Canada  
à l'exportation Export  
canadienne Award



# This is no ordinary potato...



## any way you cut it

Our potatoes are a cut above other varieties. When processed, the high solids content of our P.E.I. potatoes produces a better product.

When you serve Cavendish Farms, your french fries will have a uniform golden color, a crisp bite and

mealy interior.

Choose any one of the Cavendish cuts and you will immediately notice that there is less oil absorption, better plate coverage and tasty eye appeal. As we say...this is quality you can taste.

# CAVENDISH FARMS

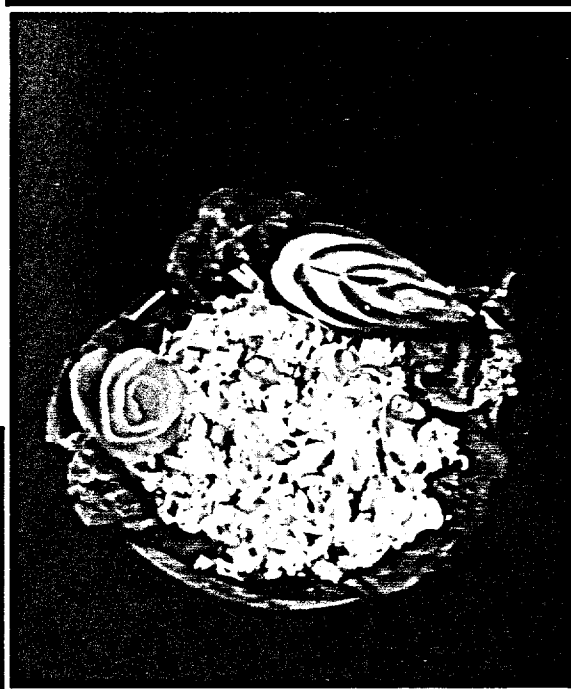
# Seafood-Ho!

▲ MADE FROM ATLANTIC COD FOR BETTER TEXTURE ▲  
▲ LOOK AND TASTE! ▲



▶ HIGH PROTEIN ▶ LOW CALORIE ▶  
LOW CHOLESTEROL ▶ AFFORDABLY  
PRICED FOR YOUR EVERYDAY DIET! ◀

▶ THE FINEST QUALITY PRODUCT...  
PROCESSED TO THE HIGHEST STAND-  
ARDS PROFESSIONALLY PACKAGED,  
PRE-COOKED AND READY TO EAT ◀



▲ ▲ SERVE JUST LIKE REAL CRAB! ▲ ▲



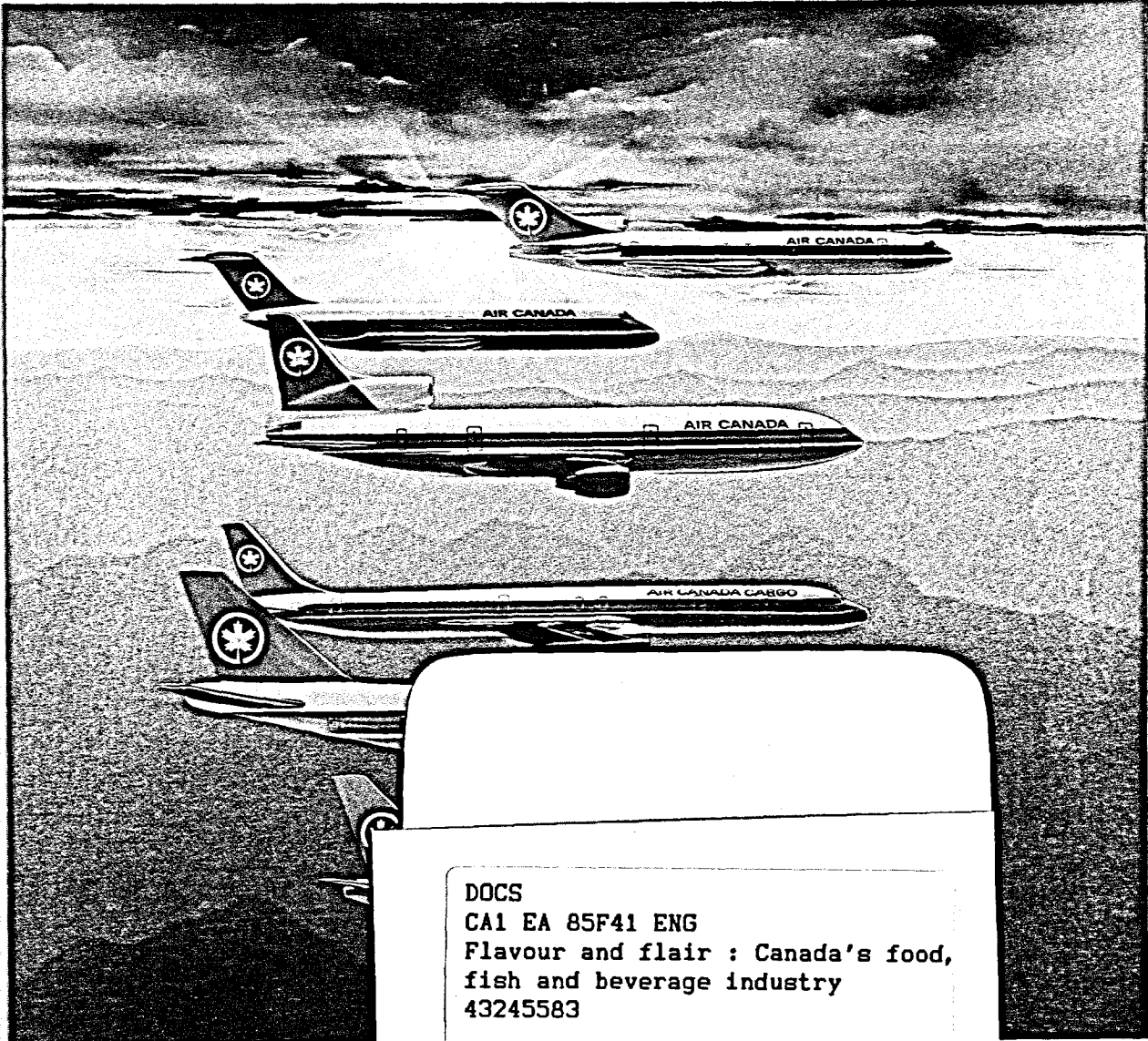
TERRA NOVA FISHERY CO. LTD.  
38 BAY BULLS ROAD, KILBRIDE, NEWFOUNDLAND, CANADA A1G 1A5  
TEL: (709) 364-7371, TELEX: 016-3173

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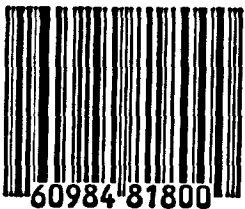
# Where you want it. When you want it.



DOCS  
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Flavour and flair : Canada's food,  
fish and beverage industry  
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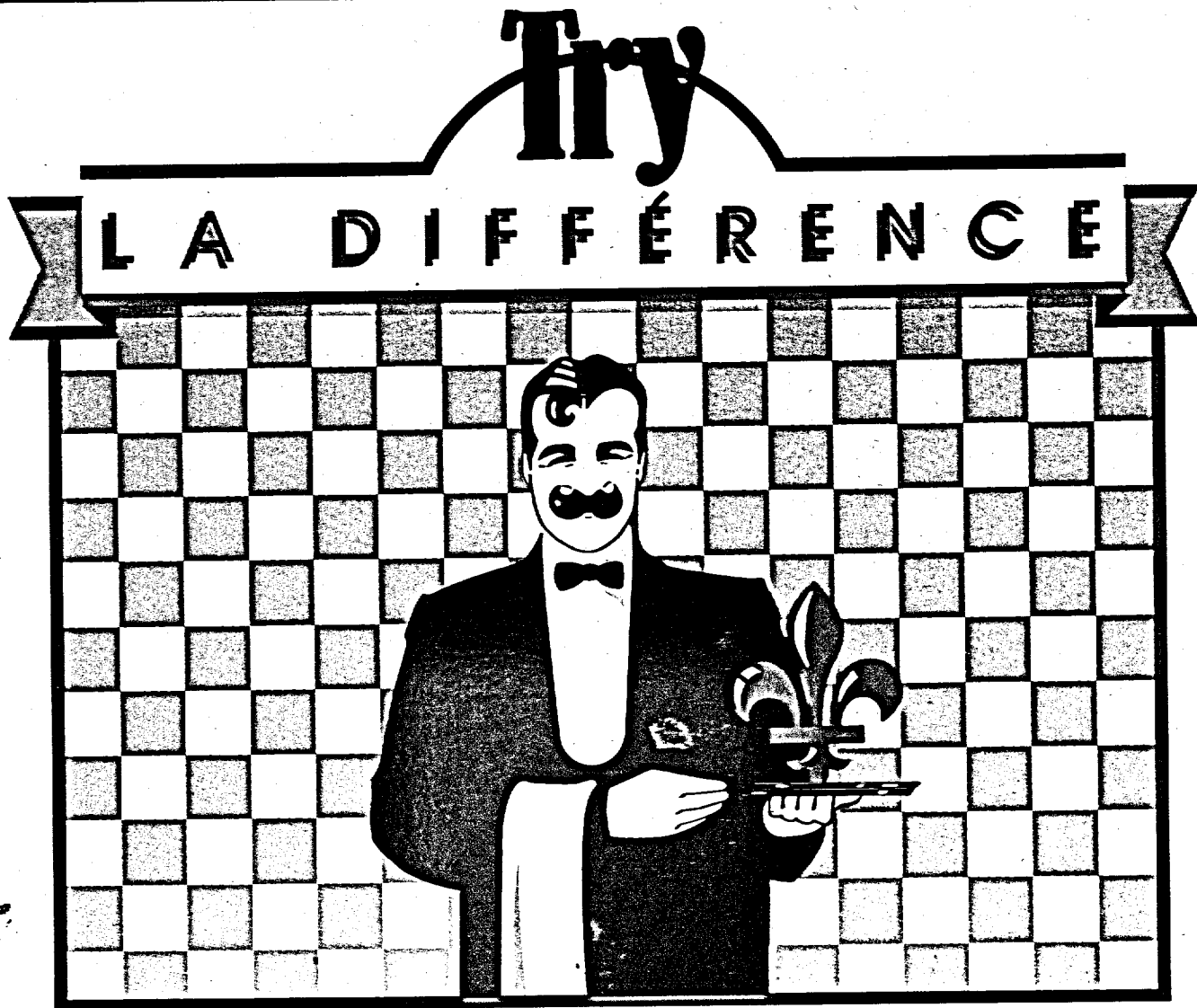
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**Québec's Food Products Are Your Best Choice**

**Top Quality  
Reliable Supply  
Competitive Pricing**

FOR MORE INFORMATION, PLEASE CONTACT:

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**Québec's Food Products,  
A Touch Of Europe In North America.**

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