

# Trade Notes...

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## A Hoagie to Go and Hold the Mayo

The second French edition of the European Sandwich Show took place in Paris in March. The show had 140 exhibitors, mainly from France and other European countries. Three U.S. companies were represented by importers. More than 3,800 potential buyers from 28 countries visited the show, with sandwich recipe demonstrations offered by Norway, the United Kingdom, France and the United States.

The UK has taken the lead in sandwich sales in Europe and the sector is very developed in supermarkets. These locations reportedly account for 29 percent of total sandwich sales in the UK. With 660 million sandwiches sold in France each year, this sector represents a billion-dollar market growing at a rate of 6 percent a year. It accounts for some 50,000 tons of food ingredients, including 15,000 tons of bread, 8,000 tons of ham and 4,000 tons of poultry. In France, supermarkets account for only 5 percent of sales, but this sector is increasing at a rate of 15 percent a year.

## Much Snacking in France

80 percent of French consumers now snack and snacking accounts for 10 percent of adult food consumption and 14 percent of what young adults eat.

Each year in France more than 150 snack foods are introduced. From mini-carrots to specialty bottled mineral water, this represents a \$500-million market. Snack products need to be easy to consume and packaged in small-sized, individual portions, since 27 percent of French consumers snack on public transportation, 33 percent on the street and 32 percent at work. The price of a snack needs to be moderate. Many diet-conscious French consumers seek healthy or low calorie snacks. Opportunities for U.S. exporters exist for a wide variety of these high value products.

## Sales in the Millions at Gulf Food Show

Thirty-five U.S. companies and 53 booths projected sales of \$50 million at the Gulf Food Show, in Dubai in February. Some of the U.S. products were poultry, honey, bakery products, juices, dairy, fruits and nuts. Many buyers pursuing further trade in the Gulf expressed strong interest in the U.S. foods on display.

## Argentina Agrees to Expand U.S. Citrus and Stone Fruit Market Access

Argentina recently committed to changing its agriculture legislation to remove the current impediments to the entry of California citrus. Argentina accepted the widely used "Caribbean fruit-fly protocol" as providing adequate safeguards for the export of Florida citrus, and agreed to change its entry requirements. Argentina also agreed to amend the requirements for California stone fruit to improve access for peaches and nectarines. The estimated market potential could reach as high as \$3 million for U.S. citrus and \$5 million for U.S. stone fruit.

## Organic Wines Now Available at French Supermarket Chain

In addition to organic meat, fish, fruits and vegetables, Carrefour, France's largest supermarket, and the second largest worldwide, is now selling organic wines. Carrefour has signed a partnership with French organic wine growers for organic Cotes de Provence, Anjou and table wines. The unprecedented exposure that organic wines are getting demonstrates consumers interest in organic products.