

Trade Notes...

FAS public affairs specialist
Don Washington is at (202) 720-3101;
E-mail: washington@fas.usda.gov

U.S. Pavilion Stands Tall at ANUGA

The U.S. Pavilion at ANUGA, the world's largest biennial food show, in Cologne, Germany, attracted buyers from around the globe. Close to 165,000 buyers from 147 countries and 6,205 exhibitors attended the show. Due to the tense global situation, attendance was down a little more than 10 percent, primarily from Japan and North America. A total of 185 U.S. companies participated—120 of them in the U.S. Pavilion. In general, companies reported lighter traffic but good-quality contacts. Half of the U.S. exhibitors reported sales projections of \$20 million for the next 12 months.

Canada Delays Prohibition on "5 a Day for Better Health" Logo

The Canadian Food Inspection Agency has agreed to delay implementation of its ban on the use of the U.S. promotional logo "*Eat Fruits and Vegetables—5 a Day—For Better Health*," on prepackaged fresh fruits and vegetables sold in Canada, from Dec. 1, 2001 until Sept. 1, 2002. The new enforcement date will allow U.S. fruit and vegetable producers, shippers and Canadian importers time to design and purchase new packaging material to comply with Canadian requirements.

U.S. Products on Display in China

Forty-five companies exhibited in the U.S. Pavilion at Food and Hotel CHINA 2001, one of the country's largest food shows, held in Shanghai. The show attracted 11,000 visitors and 435 exhibitors from 32 countries. More than 250 American products were exhibited, introduced and tested, producing 650 serious business contacts, \$60,000 in on-site sales and \$4 million in 12 months' projected sales. Products of most interest included: potatoes, pecans, almonds, beef, poultry, ice cream powder, in-shell sunflower seeds, dry peas, grapes and fresh vegetables.

U.S. Kosher Foods Look to Europe for New Opportunities

In Europe, there is a growing market for kosher foods, which are attracting new consumers with their reputation for safety and wholesomeness. The U.S. kosher food market is valued at \$130 billion, with 60,000 products manufactured by 8,000 companies. Although the European market is small by comparison, consumption is growing at a rate of 15 percent a year, and the market is valued at \$5 billion—including \$2 billion from France. USDA's Trade Show Office has endorsed Eurokosher 2002 as a good venue for U.S. exporters to get their share of the market.

New Zealand Expects Another Sharp Rise in Dairy Exports

New Zealand forecasts an 18-percent rise in dairy exports to \$3.1 billion in the current New Zealand fiscal year, which ends March 2002. That increase follows growth of 37 percent last year. Expected improvements in international prices for butterfat and cheese are the major factors supporting the increase.