

Germans Like Ontario Foods

By *W. H. Richardson*

Vice-Chairman, Ontario Food Council

MORE THAN 250,000 visitors to the World's largest Food Fair at Cologne, Germany made it very apparent that they loved Ontario foods. Both the Trade and Consumer Visitors had an opportunity of sampling and purchasing a total of 35 different food commodities that were displayed by 21 Ontario firms participating in the Ontario Food Council exhibit at this event.

A six-member Food Mission, sponsored by the Department of Economics and Development, successfully co-operated with the Ontario Department of Agriculture by participating in the actual operation of the Ontario Food Council exhibit. This was an excellent example of both Provincial Inter-Departmental and Federal-Provincial co-operation between two government departments, Department of Economics and Development and the Ontario Department of Agriculture, and Federal Department of Trade and Commerce. This Ontario Mission, representing the various segments of the agricultural industry consisted of the following: W. H. Richardson (Mission Leader), Vice-Chairman, Ontario Food Council; D. E. Williams, Chairman, Ontario Food Council; A. H. Milne, Marketing Manager, Stokely-Van Camp of Canada Limited; R. B. Harrower, Sales Manager, Kingsmill Foods Limited; H. B. MacLeod, Manager, Marketing Division, United Co-operatives of Ontario, and B. G. Wilson, Secretary-Manager, Ontario Fruit and Vegetable Growers' Association.

From the Ontario Food Council offices in London, England, the two-man team of Messrs. E. F. Marritt and C. E. Mighton, liaised with the Bonn offices of the Canadian Government, arranged hotel accommodation for

the Mission members, procured the German speaking staff and managed the Ontario Food Council exhibit.

Quick Facts and Highlights on the Big Food Fair

Anuga is the world's largest international food fair, with more than 1,250,000 square feet of show space.

Total show attendance was over 250,000, including both trade and consumer visitors.

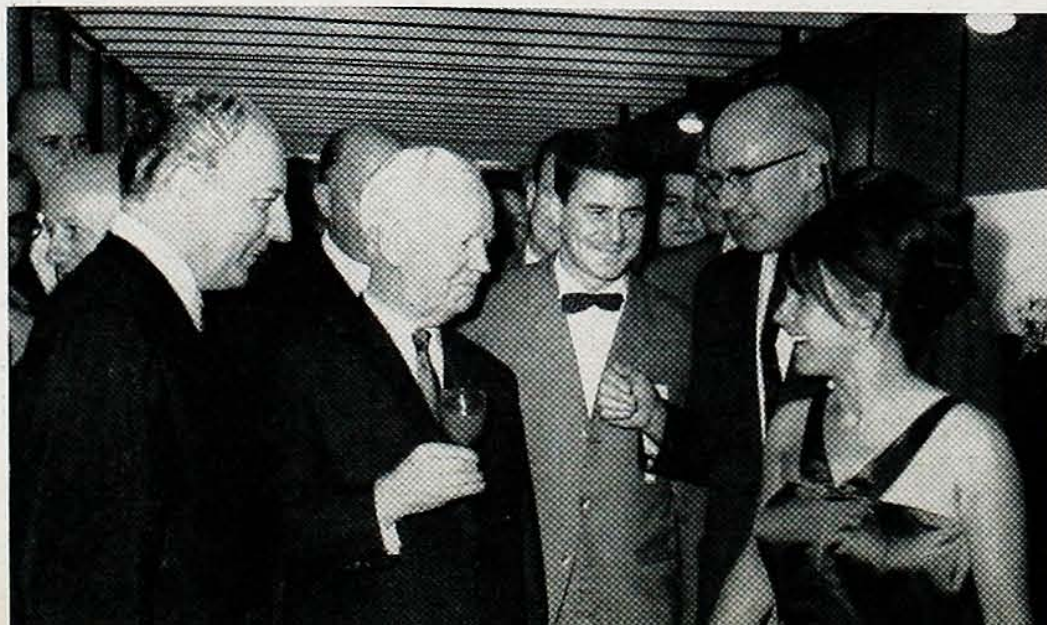
Housed in 15 buildings, the show had over 2,500 exhibitors from 62 countries.

At the Ontario Food Council's exhibit more than 200 serious inquiries were recorded from international food buyers.

A total of 35 different Ontario food commodities were displayed by 21 Ontario firms participating in the Food Council exhibit as follows: Canadian Cannery, Ontario Honey Producers Co-op, Billy Bee Honey Products, William D. Branson, F.A.V.E.X. Sales, Clark Foods, United Co-operatives of Ontario, S. D. Smith & Sons, Morrison-Lamothe Bakery, United Dairy and Poultry Co-operative, Ontario Tree Fruits, Holland River Gardens, Lakeside Packing Company, Libby, McNeill & Libby, E. L. Mickle & Son, Baxter Canning Company, Strathmore Kitchens, Stokely Van Camp of Canada, Essex Packers, Canada Packers, Pyramid Cannery.

In addition, five individual Ontario food companies exhibited on separate stands: Baker Guennel, Canada Packers, The Chum King Corporation of Canada, Dulcet Food Products, Canadian Quality Poultry Exports.

The Ontario Food Council had the largest exhibit in the Canadian Section.



German President, Dr. Henrich Lubke, enjoys a glass of Ontario Tomato Juice presented to him by "Miss Ontario Tomato" at the Ontario Food Council's exhibit at the Food Fair in Cologne.