

Promoting Ontario foods at the world's biggest food fair held in Cologne, Germany last fall are, left to right: E. F. Marritt, Director, Agricultural Branch, Ontario House, London, England; Miss Gisela Weusthoff (Miss Ontario Corn); W. H. Richardson, Vice-Chairman, Ontario Food Council; Miss Friedel Wirtz (Miss Ontario Tomato); C. E. Mighton, Associate Director, Agricultural Branch, Ontario House, London.



Bulk of the inquiries were from Germany, Switzerland, France, Sweden, Finland, Holland, Norway, Belgium and Italy.

60% of the German visitors liked Ontario canned whole kernel corn on tasting it for the first time, 20% were indifferent, 20% disliked it.

The President of the German Republic, Dr. Heinrich Lubke, drank Ontario tomato juice while visiting the Ontario Food Council exhibit.

Included among the 35 different food commodities displayed at the Ontario Food Council exhibit were: tomato juice, apple juice, whole peeled tomatoes, wax and green beans, whole kernel and cream style corn, pork and kidney beans, peas, pears, frozen fruit and vegetables, onions, pickles, apple sauce, canned butter, skim milk powder, tinned ham, cabbage rolls, Jambalaya, frozen turkey and chicken (whole and parts), honey, strawberry and raspberry jam, blueberry and cherry pie filling, frozen pies, white beans, barley, oats, wheat, corn (grain), red clover, timothy seed, trefoil and fresh apples.

Over 3,000 product information folders were distributed to interested members of the trade.

Comments on Foods Sampled and Sold

The quality of the Ontario products was excellent, when compared with the local European brands, with better flavour and workmanship. Generally speaking, our Ontario products were very well received by buyers, agents and the general public.

Canned Whole Kernel Sweet Corn—Canned whole kernel sweet corn met with very good acceptance, and has a definite potential market here. As mentioned earlier, 60% of the German visitors liked the whole kernel corn, and said that they would like to buy it, 20% were

indifferent, and 20% disliked it.

Cream Style Sweet Corn—No acceptance on this market.

Red Kidney Beans—Have good acceptance on the United Kingdom market, and they are interested in this product in Germany.

Tomato Juice—Good acceptance, but this market will take time to develop.

Cherry Pie Filling—A very definite market for this product, with considerable interest shown. The German public indicated a preference for the almond flavoured product.

Canned Sour Cherries—This Canadian product has been sold on the German market successfully for several years. Our quality is well-known and in demand. However, export to Germany is limited by import license. Several buyers hoped that the total license could be increased.

White Beans—German buyers previously had the impression that United States beans were better. The European countries have formed a Lentile Council, which will include white beans, and Ontario should have representation on this Council.

Apple Juice and Apple Products—There is a good demand for these products in Germany and Western Europe; however strong competition from other sources makes export of Apple products doubtful at this time. Fresh McIntosh apples met with good acceptance, but there is the matter of cost and local supply from competing countries.

Onions—There is a good market here in Europe for the smaller sizes, and a limited market exists for our large Ontario sizes. The standard container is the 25 kilo bag (56 lbs.) and Ontario suppliers may have to adopt this unit to compete in this market.