PN-ABU-107

Agri-Business, Production, Processing and Marketing Information News

Issue No 24 July/August 1994 AgEnt 65-94

**Mississippi State University/
AgEnt Agri-Business and International
Marketing Training Workshops
(July/August 1994)**

Illustrations of leading international business/marketing/ trade subscription periodicals which can be freely sighted in AgEnt's BIC/Business Information Center

*Prepared by Anthony Dalgleish
International Marketing/
Agro-Processing Advisor*

For further information on AgEnt's BIC/ Business Information Center please contact direct Mrs. Gayatri Abeydeera, Business Center Manager

AgEnt

HELPING SRI LANKA TO GROW !

AgEnt is a dynamic USAID funded private sector agro-enterprise development initiative successfully assisting companies and entrepreneurs with viable business/marketing plans to expand existing operations or start-up new ventures targeted at both domestic and export markets.

INDEX

ITEM		PAGE
*	Introduction	1
*	Singapore " Business Times " (major regional Asian business paper in English; daily)	2
*	" Asian Business " (major business magazine)	3
*	" Far Eastern Economic Review "	4
*	" Asiaweek " (major business magazine)	5
*	" MEED " (major weekly Middle East markets business magazine)	6
*	" Advertising Age " (major United States advertising industry magazines)	7
*	" Asia/Pacific Food Industry " (leading processing, packaging, flavours/additives, storage/handling magazine)	8
*	" Foodnews " (major international food industry trends magazine)	9
*	" Eurofood " (leading European food/drinks report)	10
*	" Asia/Pacific Food Industry Business Report "	11
*	" Agra Europe/CAP Weekly " (Common Agricultural Policy /news and legislation)	12
*	" European AgriBusiness "	13
*	" Beverage World " (leading United States industry magazine)	14
*	" Progressive Grocer " (leading United States supermarketing magazine)	15
*	" Eurofruit " (major European fresh produce magazine)	16
*	" Fresh Produce Journal " (leading UK trade magazine)	17
*	" International Fruit World " (leading international country by country fresh produce magazine)	18
*	" The Clipper " (major international journal on trade in processed food, dried fruit and nuts)	19

cont:

INDEX

ITEM	PAGE
* " The Packer " (leading United States weekly fresh produce paper)	20
* " Tropical Produce Marketing News "	21
* " ITC Market News Service - Horticultural Products Europe "	22
* " Poultry Digest " (leading industry broiler, egg and turkey industries trade publication. United States)	23
* " Broiler Industry " (leading industry trade magazine covering production, processing and marketing. United States)	24
* " Poultry International " (production, processing and marketing worldwide)	25
* " Egg Industry " (production, processing and marketing. United States	26
* " Chemical Marketing Reporter " (leading United States publication with considerable up-to-the-minute price data etc.	27
* " The Public Ledger's Commodity Week " (a weekly guide to world commodity trade)	28
* " ITC Market News Service - Spices World "	29
* " The International Floriculture Quarterly Report "	30
* " ITC Market News Service - Cut Flowers - European markets "	31
* " ITC Market News Service - Ornamental Plants - European Markets	32
* " Fish Farming International "	33
* " Infofish Trade News " (fresh, chilled, live fish' frozen fish; chilled, frozen tuna; frozen shrimp, lobster, crab; frozen cephalopods, molluscs and froglegs)	34
* " Globefish - European fish price report "	35
* " Aquarium Fish " (United States)	36

cont:

INDEX

ITEM	PAGE
* " Pet-Age " (largest United States pet trade publication)	37
* " Meat Processing " (leading North American meat, poultry and seafood processing magazine)	38
* " Meat International " (leading international magazine on the meat trade and technology)	39
* " Mother Earth " (United States. The original country magazine)	40
* " Organic Gardening " (United States)	41
* " Textile Asia " (leading Asian textile and apparel magazine)	42

c

INTRODUCTION

AgEnt's BIC/Business Information Center maintains an up-to-date collection of hard back publications, international industry/trade magazines and periodicals and product trend reports;linked to an international information network capable of accessing a considerable range of production,post harvest handling, processing, marketing and agribusiness topics.

The Center regularly produces and sends to existing and potential clients, government and other identities specifically prepared reports covering a wide range of agro-enterprise sector issues and opportunities. Many Company executives, public sector organisations and entrepreneurs visit the Center to conduct " first hand " market research on their specific areas of interest.

The illustrative list of leading international business/marketing/trade subscription periodicals which follow, typifies this key component of AgEnt's " freely available " information service designed to assist companies to identify/capitalise on new domestic and export agro-enterprise marketing opportunities.

Celebrity collections: EL 1
Do stars have more Monet than sense?

Hock Lock Siew: Pg 6
Shangri-La's dividing line

Stock picks: EL 2
Plugging into technology

Asia's Corporate Giants: EL 3
What's brewing at Bakrie?

SINGAPORE
BusinessTimes
WE KNOW ASIA

MITA(P) 010/12/93 Weekend Edition, April 2-3 1994 75¢

S'pore's listed firms notched up 38pc profit rise last year

By Alvin Tay

SINGAPORE — Total net earnings of Singapore's publicly-listed companies grew by 38.1 per cent to $3.99 billion last year, reflecting the buoyant economy and the bullish stock market.

Three-quarters of the 127 companies included in *Business Times'* annual earnings review made more money last year compared to 1992. About half of them also reported earnings growth in excess of 20 per cent.

The BT review only included those listed companies with Dec 31 as their financial year-end. A total of 127 companies reported their 1993 full-year results by the specified March 31 deadline.

Last year, a similar compilation of the 1992 earnings of 112 companies generated an overall growth rate of only 11.9 per cent. In 1991, the growth was even lower — 7.1 per cent.

The much higher earnings lines of banks, stockbrokers and finance companies.

Once again, the seven listed banks led the way, finishing the year with a 48 per cent rise in earnings to a record $1.66 billion.

Most of the finance companies, insurance companies, closed-end funds and stockbroking firms also fared well

The full-time score

1993 corporate results

	Total no. of groups	Total profits less losses		
		1993 ($m)	1992 ($m)	% change
Financial services	26	2,001.08	1,286.85	+55.5
Manufacturing	29	377.75	325.63	+16.0
Property & construction	22	527.65	465.80	+13.3
Hotels	13	194.71	129.59	+50.2
Marine	9	460.67	402.50	+14.4
Trading	8	163.55	108.11	+51.3
Transport	5	193.76	126.72	+52.9
Sesdaq	15	67.73	40.68	+66.4
Total	127	3,986.90	2,885.88	+38.1

Note: Review only includes listed companies with financial year-end falling on Dec 31. It is based on group profits after tax and minority interests but before extraordinary items.

Compiled by BT

director of City Developments Ltd, said in his statement: "The residential property sector for 1993 remained very buoyant with record take-up rate for new units and price increases surpassing the previous year. The overall URA residential property price index rose by about 29 per cent during the year."

La, Hotel Plaza, ANA Hotels and Apollo Enterprises saw much lower profits, mainly because of keener competition and lower room rates.

True, the average occupancy rate of Singapore hotels rose 3.6 points to 83 per cent last year. But the average room rate fell 5 per cent to $139. As a result, hotel room revenue increased by only 1.7 per cent to about $1 billion.

Earnings of the 29 manufacturing companies, covering a diverse range of businesses, grew 16 per cent to $378 million. The industry's main highlights were the turnaround at Singatronics as well as the surprising $660,000 loss at General Magnetics.

Besides Singatronics, two other 1992 losers — Insurance Corporation of Singapore and Aztech Systems — also managed to move into the black last year.

But 12 companies suffered losses last year, against nine in 1992. They were Alliance

Two-thirds of Aussie investments in region profitable: study

By Chuang Peck Ming

SINGAPORE — Two out of three Australian investments in South-east Asia — the bulk of which are in Singapore — have become profitable within four years, says a government study.

And Australian businesses which invested in the region performed better from 1988 to 1992 than those who stayed home.

The study, released by the Australian Department of Foreign Affairs and Trade, also shows that more than two-thirds of Australian investors in South-east Asia repatriate more than 75 per cent of their profits.

The persistent belief among Australian businessmen that South-east Asia offers poor returns and that profits made there are hard to repatriate is wrong, the study says. Such perceptions have caused the Asean share of Australian foreign investments to fall sharply from 19

are concentrated largely in non-metallic mineral, rubber, textile and chemical products.

And in Indonesia, 75 per cent of investments are in mining, especially coal and gold. Most of the rest are in manufacturing, mainly industrial chemicals, food and base metals.

Worldwide, the biggest chunk of Australian foreign investment is in the United Kingdom, which accounted for 38.7 per cent of the A$36 billion Australians had invested abroad by 1991. The United States accounted for 22.9 per cent, the second biggest share, follow by New Zealand with 15.1 per cent.

While Australian investments in South-east Asia have lagged in the past decade, the study says the country's exports to the region are growing 19 per cent a year, compared with 11 per cent for its exports overall.

"Investment should be a more important component

2am LATEST

US bonds plunge after economic news

NEW YORK — US bonds plunged and yields climbed to their highest level in 15 months yesterday after government reports showed the economy is robust, sparking concern about inflation. The Labour Department reported that the economy added 456,000 jobs in March, almost double expectations. — Bloomberg Business News

Japan shrugs off US trade report

TOKYO — Japan's response to the highly critical trade report released by the Clinton Administration on Thursday was a resounding "So what?" "I haven't read the report yet," Finance Minister Hirohisa Fujii told a regular news conference yesterday morning. He added that he did not believe the release of the report will necessarily pave the way for trade sanctions against Japan. — Bloomberg Business News

● Earlier report, Pg 5

Fed buys C$ to

MARKET SUMMARY

Stock market indices

	Friday	Change
STI	closed	
KLSE Comp	959.94	+7.22
Nikkei	19,277.16	+165.24
Hang Seng	closed	
SET Index	1,232.53	-7.46
Jakarta Comp	closed	
CLSA China B	closed	
Aust All Ord	closed	
FTSE 100	closed	

	Thursday close	Previous close
Dow Jones	3,635.96	3,626.75

Average of prime or equivalent lending rate

Singapore*	5.88
Kuala Lumpur	7.20
Jakarta	18.00
Bangkok	10.00
Manila	18.00
Hongkong	6.50
Taipei	8.50
Sydney	9.20
Tokyo	3.80
Seoul	9.00
Zurich**	6.25
Frankfurt***	6.75
London	5.25
New York	6.25

* Average of 12 banks calculated by BT.
** Libor
*** Central bank discount rates
Source: NatWest Bank

Exchange rates	US$	S$
US$	-	1.569
£	1.482	2.325
DM	0.597	0.937
100 Yen	0.973	1.527
M$	0.373	0.585
HK$	0.129	0.203
Baht	0.039	0.062
Rupiah	0.046	0.072

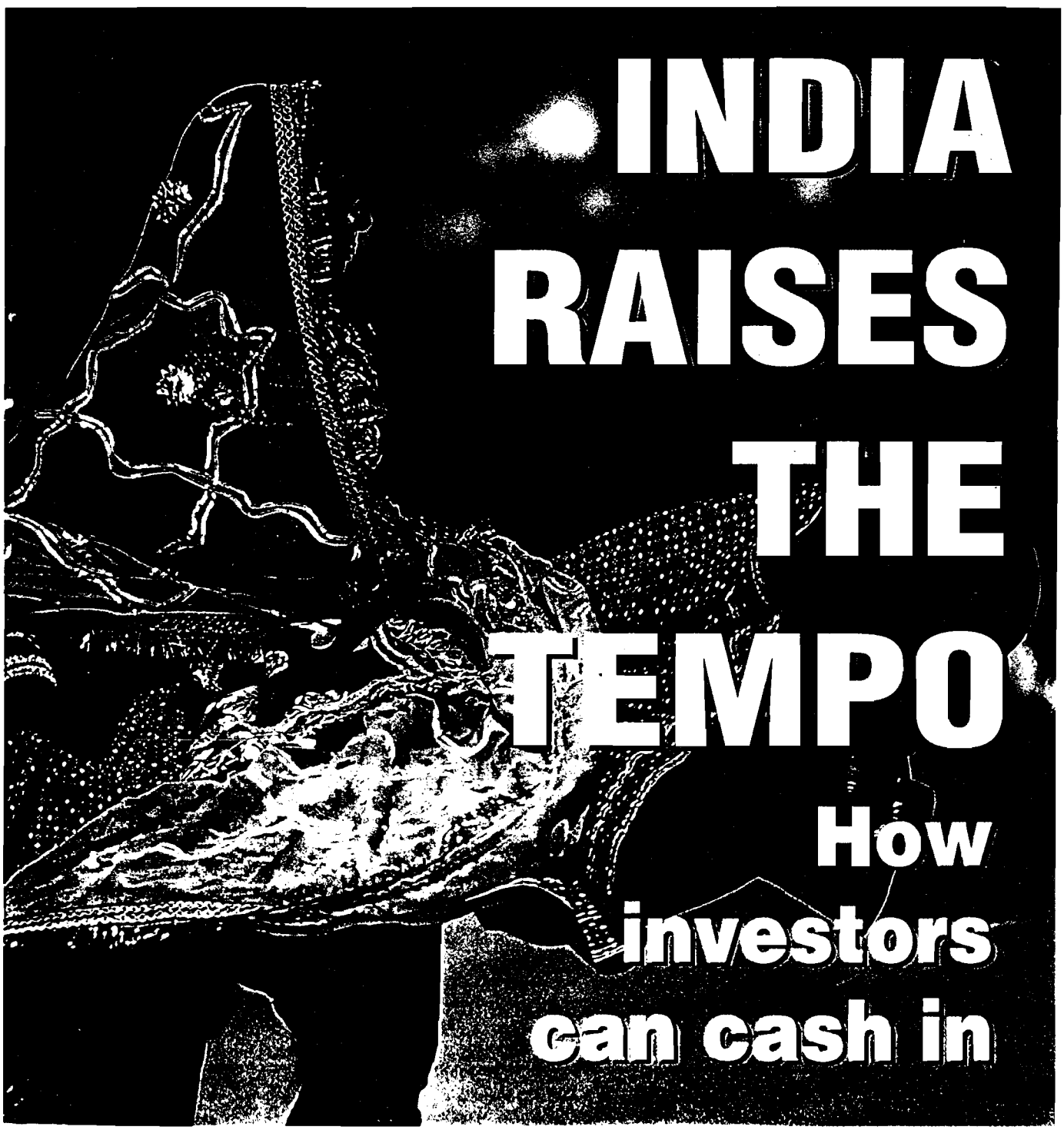
Crude oil	US$	Change
WTI	14.31	+0.03

Asian Business

Vol 30 No 2, February 1994

Thailand's economy at a turning point • Cutting-edge infrastructure solutions

Rough roads for Asian cargo • Hard lessons in treasury management



INDIA RAISES THE TEMPO

How investors can cash in

China RMB 22 • Hong Kong HK$35 • Indonesia [illegible] • Japan ¥720 (本体 699) • Korea 3,500 won • Malaysia M$7.00 • Philippines P80
Singapore S$[illegible] • [illegible] • Thailand B95 • South Asia US$5 • Rest of the World US$10

MARCH 17, 1994

Far Eastern Economic
REVIEW

SINGAPORE

Asia's New Art Centre

CHINA

More Dissidents Arrested

INDIA

ANOTHER ASIAN GIANT ON THE MOVE

Australia ..... A$5.75 Cambodia ... US$4.50 France ..... FF 28* India ..... Rs 75 Japan ..... ¥700* Malaysia ..... RM 7.90 New Zealand ... NZ$7.70* Philippines ..... P65 Taiwan ..... NT$120 U.S.A. ..... US$4.50
Bangladesh ... Taka 95 Canada ..... C$6 Holland ..... G 10 Indonesia ... Rps 5,000* Korea ..... Won 3,000 Myanmar/Burma ..... K 13 Pakistan ..... Rs 70 Saudi Arabia ..... SR 16 Thailand ..... Baht 100 Vietnam ..... US$4.50
Brunei ..... B$6.50 China ..... US$4.50 Hong Kong ... HK$35 Israel ..... NIS 16* Macau ..... HK$35 Nepal ..... Rs 100 PNG ..... Kina 3.75 Sri Lanka ..... Rs 110 U.K. ..... £2.85 * Includes tax

JULY 13, 1994

THRILLA IN MANILA: THE FILMFEST SCANDAL

ASIAWEEK

HOW TO DO IT OUR WAY

* ETHICS * ACHIEVEMENT
* LEADERSHIP
* FAMILY
* WEALTH
* ORDER

Singapore Exports Its Success

4 891315 020014 28

AUSTRALIA	A$5.50	CANADA	C$6.00	INDONESIA	Rp4,400(inc. [illegible])	MALDIVES	Rf25.00	PAPUA N.G.	K4.00	SWITZERLAND	Fr6
BANGLADESH	Taka65	CHINA	RMB26.50	JAPAN	¥700 (本体[illegible])	MYANMAR	US$4.00	PHILIPPINES	P50.00	TAIWAN	NT$110
BELGIUM	Fr135	FRANCE	Fr22	KOREA	Won2,800	NEPAL	Rs70	SAUDI ARABIA	SR15	THAILAND	B80
BHUTAN	Nu37	GERMANY	DM6.50	LAOS	US$4.00	NETHERLANDS	G7.50	SINGAPORE	S$5.50	U.K.	£2.80
BRUNEI	B$5.50	HONG KONG	HK$30.00	MACAU	HK$30.00	NEW ZEALAND	NZ$9.95	SRI LANKA	Rs70	U.S.A.	US$5.00
CAMBODIA	US$4.00	INDIA	Rs50	MALAYSIA	RM6.00	PAKISTAN	Rs50	SWEDEN	Kr27	VIETNAM	US$3.50

MEED

July 1994 Middle East Business Weekly Vol 38 No 28

THE HOMECOMING

YASSER ARAFAT RETURNS

SPECIAL REPORT
TURKEY

.500 dinars/Jordan 9.00 dinars/Kuwait 3.500 dinars/Saudi Arabia 45.00 riyals/UAE 45.00 dirhams/UK 7.00 pounds
Business Communications publication

Supplement to Advertising Age

Advertising Age International

June 20, 1994

INSIDE

Russia: Crime shakes down but ads shake up. **Page I-18.**

Beiersdorf breaks age barrier

Skincare line boldly targets older women in Swiss test

By Dagmar Mussey

Challenging an unspoken taboo, German skincare marketer Beiersdorf is introducing a line of skincare products for a nearly forgotten population in Europe—women over 55.

Testing of the Nivea Vital line will take place in Switzerland for a year starting this month and will lead to an international roll-out. Hamburg-based Beiersdorf is spending $2 million on the effort in Switzerland alone, a tiny nation of 6.8 million people, in a TV and print effort by GBBS/TBWA, Zurich, that showcases 55-year-old former top German model Susanne Schönborn.

Both the campaign and the positioning represent a bold approach for Europe, where despite an aging population, marketers have been loathe to target products more glamorous than denture cleansers at senior citizens.

"The short explanation is that the age of both marketers and advertising people is so young," said Judie Lannon, a U.K. marketing consultant. "The cutoff point for targeting a product is usually 45 or 50 at most unless [the client] is in the pension business or stomach remedies."

But times are changing. In the skincare area alone, Beiersdorf's Swiss General Manager Daniel N. Tobler suspects that his major rivals L'Oréal and Procter & Gamble are both working on similar lines for seniors, although both companies declined to comment.

Consultant Ms. Lannon said it's high time. "Without a doubt the older age group has finally arrived as a legitimate target for marketing activity. They have the

(Continued on Page I-4)

Beiersdorf's TV and print ads for Nivea Vital, using model Susanne Schönborn, celebrate women over age 55.

SPECIAL CANNES PREVIEW

Let the Lion hunt begin

Thousands of creatives, account executives and clients descend on the French Riviera for the International Advertising Festival's kick-off starting today.

The most prestigious global ad award competition, the Cannes festival draws entries, participants and judges from all corners of the world.

A guide to the goings-on, useful whether sunning yourself in the south of France or sweating out the results in an air-conditioned office elsewhere, starts on Page I-8.

What to look for:

- Can Spain do it again? *Advertising Age International* looks at Spain's chances for repeating last year's 20 Lion win—Page I-8
- Culture shock: Agencies' attention to local themes may hurt their awards potential—Page I-9
- Recession, scandal and mayhem: What world events bode for Cannes—Page I-8
- AAI's Laurel Wentz tells readers how to have fun in the Cannes sun—Page I-8
- The quintessential Cannes guide: Award winners by country at a glance—Page I-10

$100M ad spurt in Argentina

Newly private pension funds enmeshed in 11-week 'war'

By Mike Galetto

BUENOS AIRES—The privatization of pension funds is unleashing up to $100 million in ad spending between now and July.

The explosion comes as financial companies look to snare parts of a market valued at $2.5 billion in its first year.

Argentina's privatization follows that of Chile, Mexico and Peru in recent years, all which now operate under deregulated social security systems.

Until now, Argentina's 5.5 million eligible workers had no choice but the state social security system, which earlier fell prey to hyperinflation, a stagnant economy and a demographic shift that caused the system to go bankrupt in the early 1990s.

With a tight time frame—ads were permitted to begin only on April 18, and the cutoff date is July 1—funds are holding nothing back in the 11-week period. Said Roberto Ameal, general manager-strategic planning director at Ratto/BBDO. "This is a war."

And the battleground is littered with catch phrases like commitment, confidence and stability as the funds play on the public's fears of the state system, whose insolvency has left retirees receiving less than

(Continued on Page I-2)

Consolidar uses a footrace as a metaphor for a lifetime of working in its campaign.

WORLD NEWSWATCH

Coca-Cola slashes Japan prices

TOKYO—Coca-Cola (Japan) Co. is cutting its beverage prices for the summer by 12% to 17%. Coke's summer prices will help counter competition from lower-priced store brands. Sample price cuts: A 1½-liter bottle to $2.77 from $3.15 and a 1-liter bottle to $1.91 from $2.29. A 350-milliliter can of Coke sells for $1.05 compared to 67¢ for FamilyMart Co.'s American Cola and 77¢ for 7-Eleven Japan's Classic Selection (AA, May 30). The price cuts will be mentioned in Coke's ongoing summer promotion, handled by McCann-Erickson.

Australia sets pitch deadline

CANBERRA—The Federal Government set July 8 as the deadline to pitch for three media accounts totaling $43 million in 1993, now handled by three Sydney agencies. Mojo has the $17 million TV, radio and cinema business; Neville Jeffress/Armstrongs Group, the $15 million classified ad account, and AIS Media, the $11 million print assignment. Contracts are for four years.

New shop fights tobacco ads

MOSCOW—American financial guru and anti-smoking activist Andrew Tobias opened ad agency Media Arts to produce five 30-second public service TV spots. They will run on four of Russia's five major channels in September and October. Mr. Tobias began his Russian crusade last year with 15-second spots in which he and children urged President Boris Yeltsin to ban tobacco ads.

Ad spending may heal by 1995

NEW YORK—Widespread recovery of ad spending in major countries outside the U.S. is expected in late 1994 or 1995, said Robert Coen, senior VP-director of forecasting, McCann-Erickson Worldwide. He estimates worldwide growth this year at 5.7% to $318.3 billion; in the U.S., a 7.2%

(Continued on Page I-2)

A PUBLICATION FOR BETTER BUSINESS

ASIA PACIFIC FOOD INDUSTRY

PROCESSING · PACKAGING · FLAVOURS & ADDITIVES · STORAGE & HANDLING

MITA (P) 014/02/94 · PP(S) 021/12/93 · ISSN 0218-2734 · Published by AP Food Industry Publications Pte Ltd, 2 Shenton Way #05-01/05 SGX Building Singapore 0106. Print in Singapore by Print Dynamics Pte Ltd
Cover Price: US$10.00

MAY 1994

EUROFOOD

THE EUROPEAN FOOD & DRINKS REPORT JANUARY 1994

CONTENTS

Brussels Report, p2

Miscellaneous additives
EC ban on BST
CIAA round table
Greek presidency priorities

Legislation, p3 & 23

Italian shopping reform
UK Sunday-trading rules
GATT & spirits trade
UK infant formula rules
Danish decrees
Agrimoney uncertainty

Food and Drink News pp4-11

Financial incentives	4	Spanish food sales rise	5
Greek alcohol advertising	5	UK food export conference	5
Spanish Ley de Comercio	7	Austrian snack sales	7
Greek pasta market	7	Greek fast food sales	7
Polish crisps market	8	US mandatory fill sizes	8
Hungarian privatisation	9	Irish soup market	10
Burgundy wine prices	11	Greek supermarket prices	11
US frozen yogurt sales	11		

Company Briefing pp13-23

Ahold nine month results	20	Allied Lyons interims	13
Bass profits up 7.4%	14	Bongrain goes east	15
Bourgoin capital boost	19	Bulmer interims	23
Campina buys Südmilch	18	Carlsberg annual results	15
Carozzi & Gazzola	22	Costco Europe	17
Autogrill/GS	15	Compass & Roux	18
Dalgety & Paragon	18	Dane Beef & Iverson-Syd	20
Danish cookie producers	22	David & St. George	17
Forte sells KFC stake	15	GAN buys Kirwan	13
GrandMet annual results	22	Greek meat industry	19
Greencore annual results	23	Growth for Express Foods	16
Hazlewood's interims	17	Heinz six-month results	18
Italian catering market	15	Italian food retailing	16
Italian food rankings	21	Kwik Save annual results	14
Listel & German wine co	23	Nestlé sales	20
Northern Foods interims	14	Optorg expansion plans	17
PepsiCo in Guatemala	22	Pernod Ricard/Cuba Ron	17
Pernod Ricard/AL swap	18	Portuguese restaurants	19
Pryca expansion	19	RJR Nabisco cuts jobs	18
S&N interims steady	15	Sandoz buys Gazzoni	20
Sims Food interims	18	Credit for Greek supermkts	20
Tate & Lyle results	18	Taunton Cider interims	18
Unilever buys Menissez	18	Veropoulos buys Athina	13
Vicenzi reinvests in C&B	17		

Back page

EC CPI
Reports & publications
Conferences
People

Agra Europe

GATT Uruguay Round agreement

Agreement on the Uruguay Round of GATT is undoubtedly a major step forward in achieving equilibrium in world agricultural trade, although it has been criticised for being principally a US-EC accord, rather than the multilateral agreement originally intended. Nevertheless, the deal has definite advantages: for consumers and economies in general, food prices will decline in real terms rather than rise, owing to restrictions on export subsidies and domestic support. EC spirits producers will welcome the ratification of the 'zero-for-zero' market access deal (p3), while stressing that much work still has to be done to abolish discriminatory non-tariff barriers such as excise taxes.

When planning new development and investment, food companies should assess the opportunities for obtaining public sector incentive finance (p4). Under the EAGGF Guidance Section, funds are available to support measures for the improvement of processing and marketing of agricultural products. Direct loans from the European Investment Bank are another source of finance: UB, Unilever, Plumrose and Nestlé Italia have all taken up EIB loans recently.

Spain's draft 'Ley de Comercio' intends to restrict the hitherto limitless opening hours of larger retailers, to enforce payment deadlines more closely and to prohibit supermarkets' loss-leaders (p7). Smaller stores and suppliers stand to gain from the proposals. The UK has now voted for partial deregulation of Sunday trading with opening hours dependent on the size of store (p3). In Italy, 99% of food store owners are satisfied with current rules on opening hours, as are 72% of consumers, according to a recent survey (p3). Modern retail stores have only 25% of the market in Italy, while corner and speciality shops still dominate with 61% (p16).

M.I.T.A (P) 034/03/93 PPS 1077/6/93 APRIL 1994

A Publication For Better Business

Trade & Investment 1
Business News 5
Market 11
Retail 13

ASIA PACIFIC
FOOD INDUSTRY
BUSINESS REPORT

Circulation by subscription only

For more information turn to page 15

Information on the latest acquisitions and mergers, new products and major trends.

Trade and Investment

New projects and upgrading of investment approved by the Indonesia's Investment Coordinating Board

THE Investment Coordinating Board (BKPM) in Indonesia approved the following projects at the beginning of this year.

- PT Bukit Kapur Reksa invested US$50.4 million for the expansion of its palm oil processing plant in Bengkalis, Riau. The plant will have a production capacity of 39,300 tonnes of crude palm kernel oil (CPKO), 50,000 tonnes of palm kernel expeller (PKE) and 240,000 tonnes of vegetable oil a year.
- PT Bumi Sawit Permai invested US$15.26 million on a coconut palm plantation and processing plant. The investment in Ogan Komerling Ilir, South Sumatera, will be able to produce 12,000 tonnes of dessicated coconut a year.
- PT Budi Kimia Raya spent US$6.78 million to expand its sugar processing plant in Central Lampung. With the upgrading, the plant will be able to produce up to 3,000 tonnes of sorbitol, 90,000 tonnes of glucose, 90,000 tonnes of fructose, 1,000 tonnes of dextrose and 1,000 tonnes of maltose a year.
- PT Pulau Sambu will be investing US$9.56 million in Indragiri Hilir, Riau, to set up a pineapple processing factory. The plant would have the capacity to churn out 43 million cans of pineapple, 15,000 tonnes of pineapple juice and 3,000 tonnes of pineapple concentrate a year.
- PT Aqua Golden Mississipi will be investing US$3.65 million to upgrade its plant in Sukabumi, West Java. The upgraded plant will have an increased annual production capacity of 200 million litres of mineral water. ■

New tax system to affect domestic brewers in Hong Kong

TAX would be levied on the price of alcohol at the seller's point of delivery from this month in Hong Kong. Previously, the duty was levied on the aggregate value of cost, freight and insurance.

Beer manufacturers are not happy with the new development. Flemming Seidelin, general manager of

AP Food Industry Publications Pte Ltd
2 Shenton Way,
#05-01/05 I C B Building
Singapore 0106
Tel 65-222 3422
2223730 (Toll Free)
Fax 65 222 5587
Telex RS 26466 SAFAN

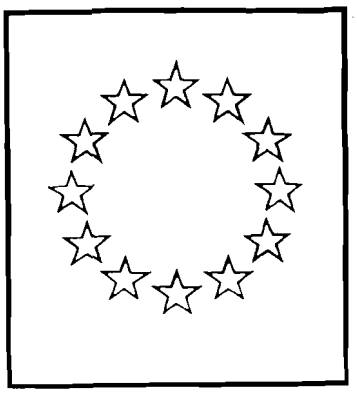
Agra Europe

CAP WEEKLY

Agent 4251/2

375 June 29, 1994.

POLITICAL	-	Germany confirms draft legislation on British beef (pi) Sweden proposes agri-environmental schemes (pi);
CEREALS	-	Refunds, levies, premiums and correctives (pvii), including those for malt (pvi), for rice (pix), intervention tenders (p2), open market tender awards, maize grits export tender, standing refunds and correctives, internal sales tenders (p3)
MEAT	-	**Sheepmeat/goatmeat:** levy changes (piv), ewe premium advances, PSA (p3); **Pigmeat:** market stabilisation, sluicegate price and import levy, weighting coefficients, Bulgaria and Romania, GSPs, Canary Is. etc., CSF in Belgium (p1), CSF in the Netherlands (p2), import arrangements (p5); **Poultry:** sluicegate prices, additional amounts, customs code, advance fixing regulations, association agreements, GSP, GATT oilseeds package, Azores etc. (p3), import arrangements (p5)
FRUIT AND VEGETABLES	-	Processed cherry mips, garlic imports, export refunds, apple promotion, apple and pear prices, prices for aubergines and table grapes, lemon concession, reform of regime (p1), mushroom licences, dried grapes and figs, table grape prices (p6)
MONETARY	-	ECU rates (piii), outlook (pii)
SUGAR	-	Refund and levy changes (pv), export tender awards, open market tender series, FOD production for refineries, Portuguese imports, supply balances (p4)
OTHER	-	Aids for dried fodder (p2), reduced level of veterinary checks, flax and hemp information (p4), flax definition (p5), EC/US alcohol agreement (p5), MRLs (p5), structural schemes (p6), veterinary certification (p7)



European AgriBusiness

ISSN 1350-4460

No. 337, June 1994

EUROPEAN UNION Council promises decision on 1994/95 farm price package this month. Germany "isolated" on BSE but political "hot potato" still cooking. Many US barriers against EU trade still in place, says Commission. MEPs approve EU enlargement but many problems still to be solved. GATT will have impact on ancillary industries.

DENMARK Ban on seven agrochemicals.

FRANCE: Government planning tax cuts for farmers. Fall in farmland prices.

FRUIT & VEGETABLES Firm UK asparagus prices. Increased supplies of stone fruit will mean marketing problems.

GRAIN & OILSEEDS EU oilseed area will be higher this year but some winter rape suffers from poor weather. More wheat and oats but less barley in UK.

IRELAND Cattle smuggling allegations denied. Farmers defend live cattle exports. Goodman to buy back meat enterprise?

MEAT & LIVESTOCK Beef intervention stocks still falling. Poor spring lifts lamb prices. Impact of classical swine fever on pig market.

MILK & DAIRY PRODUCTS Suspension of GATT minimum butter price could weaken EU market. More SMP going into intervention.

UK Time limit on animal transport could hit lamb trade.

Plus European Agribusiness Company News

MERCHANDISING DRESSED TO THE NINES • TOP BEERS AND BOTTLED WATERS BY THE TENS

BeverageWorld

MARCH

BORN AGAIN
(to be wild)

RC CHIEF JOHN CARSON LEADS AN ANXIOUS PACK OUT OF OBLIVION

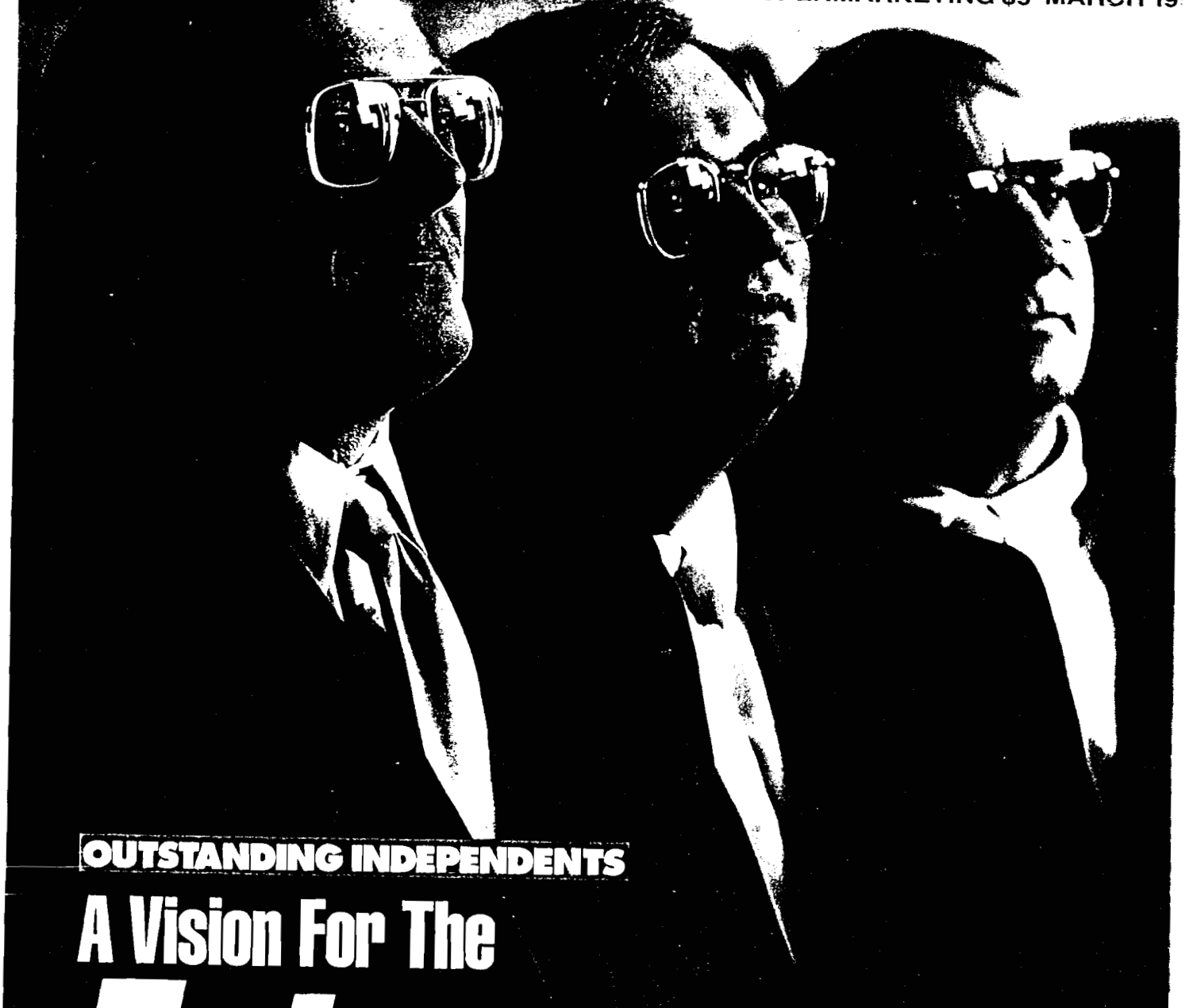
INSIDE:

Our Annual SOFT DRINK ALL-STAR REVIEW

WHOLESALERS: COPING WITH ECR... PAGE 81

PROGRESSIVE GROCER

THE MAGAZINE OF SUPERMARKETING $9 MARCH 19



OUTSTANDING INDEPENDENTS

A Vision For The Future

Despite all the odds against them, independents like Wayne Fitzsimmons, Steve Scrignoli and Dave Roden (left to right) keep moving forward

INSIDE

News: BST Backlash . . . 7

Non-Foods: Turf Wars 25

Store Of The Month: More Than Your Average IGA 42

Deli Update: Signs Of Recovery? . 103

May 1994

Eurofruit

Rift deepens on bananas

Compromise deal angers producers and traders

More mangoes for Europe

But consumption may have trouble keeping pace with supply

Macfrut '94

FRESH PRODUCE
JOURNAL
Est. 1895 10 JUNE 1994

INSIDE

New season may see new grants

Apple grubbing grants could be available in time for the 1994-95 season, a European Commission official revealed this week.

Dole extends its produce range

Dole Fresh Fruit Europe is making plans to source melons and mangoes as it seeks higher sales in eastern Europe and EFTA states.

Cyprus seeks closer contacts

The Cyprus Trade Centre has called for closer co-operation between grape exporters and UK handlers, as exports of 4,500t are predicted.

MBM establishes western division

MBM Produce has created a new division in Shrewsbury to pursue expansion in the west and south-west of the country. It will incorporate Midland Potato Growers.

NFU seeks action on blackcurrants

The NFU is putting pressure on the European Commission to act over the soaring imports and plummeting prices of blackcurrants.

Rain strikes iceberg supply

BAD WEATHER has struck iceberg lettuce harvesting, causing a cutback in supplies of around a third compared with last year.

The problems have prompted the British Iceberg Growers' Association to send a letter of explanation to the multiples on Monday. An accompanying report by BIGA technical advisor Ian Gillot says that, due to cold and wet weather since planting, "crops have tended to come to maturity without making size and weight".

Mike Sullivan, chief executive of BIGA, commented: "The situation will not improve until the weather conditions get better. There is no shortage of a crop - there is a shortage of warmth and sunshine."

The adverse weather conditions have arisen as the covered crop has come to an end and full outdoor production is due. Production delays are not expected to last longer than 10 to 14 days, depending on the weather.

The iceberg shortage comes on top of a drop in the availability of flat lettuce which is expected to continue for another two to three months. Flat lettuce is in short supply because many growers decided not to replant their crop after they had to dump lettuce in spring when prices were too low to justify marketing.

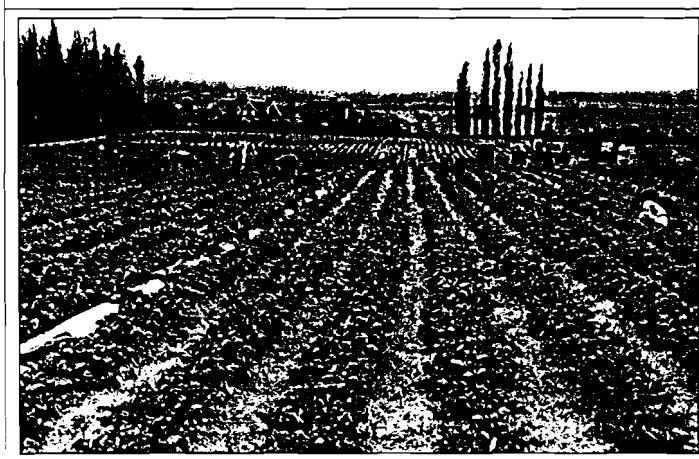
Graham Ward, chairman of the English Glasshouse Lettuce Group, said growers lost interest in planting because "it is cheaper to let the land lie fallow than grow at a loss".

He commented: "Growers lost anything between £1m and £2m during March and April due to the flooding of the market by cheap Spanish imports. There will not be a change of attitude until there is an assurance of fair prices and a fair deal."

Michael Prest, chairman of the NFU's Glasshouse Committee, predicted that in some cases growing would not restart until late summer. He said growers face a lack of accurate and up-to-the-minute production and market information which is essential to avoid the oversupply problems seen this year.

"The EU is looking into ways of improving crops statistics but growers would like to see the UK establish a reliable crop information system and so lead the way for all EU growers," he said.

Later this month, a briefing of MPs interested in the UK horticultural industry is to take place. It will be led by the NFU president David Naish. He will be accompanied by Arnold Lewis, group managing director of VHB, Roger Sayer, chairman of Humber Growers and Graham Ward of Snaith Salads.



As the main UK strawberry production approaches, the soft fruit industry's attention is focused on boosting sales during the season's peak. The Journal looks at progress towards this goal on pages 12-31

Announcement due on licences

AN ANNOUNCEMENT on the granting of independent licences to export New Zealand apples could be made soon.

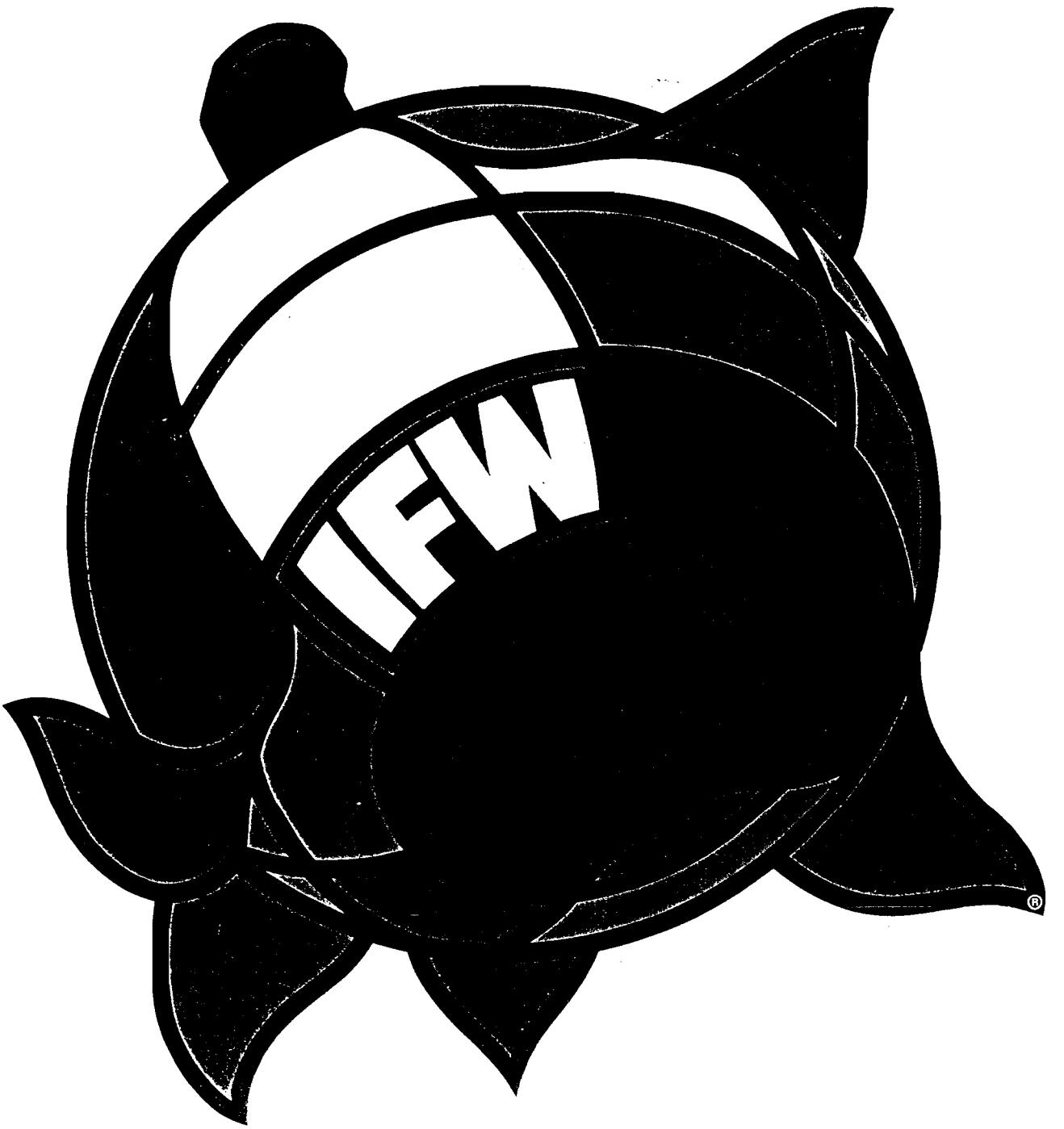
John McCliskie, chairman of the Apple and Pear Marketing Board, said export consent would be given to financially competent applicants that show they can raise growers' income without undermining the business of the board.

Industry watchers interpret this is as meaning no licences will be granted for export to the UK, a move that is likely to anger previous applicants such as Apple Fields.

International Fruit World

The Clipper

The Journal for the International Trade in Processed Food, Dried Fruit and Nuts



A Co-production of International Fruit World

AgroPress of Switzerland

2 | 1994

BEST AVAILABLE COPY

THE PACKER

Ci. No. 26 — For 101 Years, the Business Newspaper of the Produce Industry — $2 — June 27, 1994

HIGHLIGHTS

▶ Celery

Supply: Supply from Oxnard, Calif., will continue declining.
Outlook: Light demand will continue pressuring prices, leading some Calif. growers to curtail harvest.

▶ Onions

Supply: Transportation shortages will continue limiting the number of shipments from N.M.
Outlook: Active jumbo demand likely will raise prices in Walla Walla, Wash.

▶ Watermelon

Supply: Harvest gains is expected to materialize in S.C.
Outlook: Ga. prices probably will climb as Fourth of July price peak.

Complete coverage, Page 1B ▶

Chinese garlic dumping decision expected

The International Trade Administration is expected to make a preliminary decision July 11 regarding an anti-dumping case against Chinese garlic exporters.

BILL'S EATING HABITS

Hillary: Jeers are 'bum rap'

By Larry Waterfield
Washington, D.C., Editor

WASHINGTON, D.C. — President Clinton likes fresh fruits and vegetables more than french fries and doughnuts, says his wife, Hillary, who believes the president has gotten a "bum rap" over his eating habits.


CLINTON

"My husband eats lots of fresh fruits as snacks," the First Lady said June 23 at a White House ceremony celebrating Fresh Fruit and Vegetable Month.

She met on the North Portico of the White House with representatives of the produce industry, including Tom Stenzel, president of the United Fresh Fruit and Vegetable Association; Alan Siger, former United chairman and president of Consumers Produce Co. Inc. of Pittsburgh; Mar-

See Clinton, Page 2A ▶

TECHNOLOGY

Niche marketing: Wave of the future

Advertisers devise plans to target specific consumers.

By John Unrein
Eastern Editor

In the 21st century, time-pressed shoppers will browse grocery store aisles at home using a personal computer or interactive television.

And forward-thinking marketers are devising advertising plans to reach these new-age consumers.

All don't agree on the most effective medium: television, radio, direct mail or even computer. But many concur that niche, or target, marketing will play a huge role in how marketers use new technology to promote their products.

Niche marketing can be defined as tailoring your message to a specific audience.

"Everyone has come to the realization that you have to micromarket," said Bob DiPiazza, vice president of produce operations for retail chain Dominick's Finer Foods Inc., Northlake, Ill.

"Right now, we are doing more direct mail, targeting consumers by ZIP codes and by demographics," he said. "I don't know if television is going to be the best medium in the future, but it's a definite possibility. Technology is changing so fast that it's hard to predict what will happen."

Futurists say cable television soon will bring us about 500 channels, which may feature everything from the recipe channel to the professional chefs network. Already, there is the 24-hour Television Food Network, which made its debut last November and reaches more than 7 million homes.

Del Monte Fresh Produce Co., Miami, became that network's first multi-year sponsor in April when the marketer signed a three-year, $1.5 million ad-

See Marketing, Page 4A ▶

Coupon in an instant

By John Unrein
Eastern Editor

Days of distributing produce coupons in free-standing inserts in the Sunday newspaper may be numbered — that is, if new marketing services like Checkout Coupon becomes a big hit.

Checkout Coupon is a coupon-generating system developed by Catalina Marketing Corp., a marketing services provider based in St. Petersburg, Fla.

With the system, retailers can generate consumer-specific coupons instantly based on what consumers just bought.

The system uses a stand-alone printer located at the checkout stand and linked to the retail store's point-of-sale computer system. Once a product's Universal Product Code is scanned, Check-

See Coupon, Page 2A ▶

TROPICAL PRODUCE MARKETING NEWS

A Quarterly Newsletter of Fintrac Inc. Spring 1994

Fresh Asparagus- U.S. Market Survey

Imports of fresh asparagus have increased a dramatic 70 percent between 1989 and 1992. Fintrac estimates that 1993 imports will have increased a further 20 percent over 1992 levels. Although Mexico supplies the vast majority of imported asparagus, increasing imports from other countries eroded Mexico's market share in 1993 - suggesting opportunities for new suppliers in the marketplace. Current imports from non-Mexican suppliers are concentrated during the period September through December.

Domestic production of asparagus, which takes place mostly in California and Washington, has been declining every year since 1989, when production totalled 67.8 million kilograms (kgs). In 1991, production was 62.5 million kgs and in 1992, 61.4 million kgs. Apparent consumption (production plus imports minus exports) was 68.4 million kgs in 1992. This figure represents a drop from 1991, when apparent consumption was 69.4 million kgs, but more than 1990, when apparent consumption was 67.1 million kgs.

Imports

U.S. imports of asparagus have increased 71 percent between 1989 and 1992, from 15.6 million kgs to 26.2 million kgs. Through October of 1993, asparagus import totals for the year-to-date [illegible] million [illegible] [illegible] [illegible] (continued on page 2)

INSIDE THIS ISSUE:

Asparagus: U.S. Market Survey	Page 1
Industry Profile: FTK Holland	Page 1
Asparagus: European Market Survey	Page 3
Asparagus: Post-Harvest Handling	Page 8
News [illegible]	Page 10
International [illegible] Shows Calendar	Page 14

Industry Profile: FTK Holland

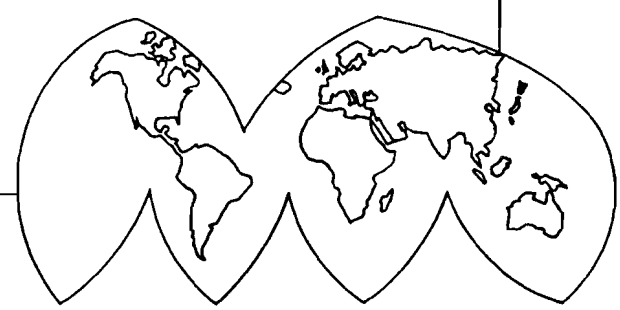
Tropical Produce Marketing News recently interviewed Achilles de Naeyer, Managing Director of FTK Holland, a large fruit and vegetable importer located in Holland.

Q: What specific countries do you import from and export to? How much has this changed over the years? Do you plan to add to this?

A: We import from various South American countries with the focus being on Chile, Brazil and Colombia, and from the whole Caribbean area with a focus on the Dominican Republic. In the U.S., we concentrate on imports from Florida, California and Washington. In Africa our imports are concentrated out of Kenya, Zimbabwe, South Africa, the Ivory Coast and Morocco. In Asia, Thailand, Indonesia, Korea and China. We also import from New Zealand and Australia. [illegible] the major sourcing [illegible] but we buy from over [illegible] different countries and, [illegible] from availability. (continued on page 7)

MARKET NEWS SERVICE

MNS



Horticultural Products

Europe

No. 22/1994

ITC

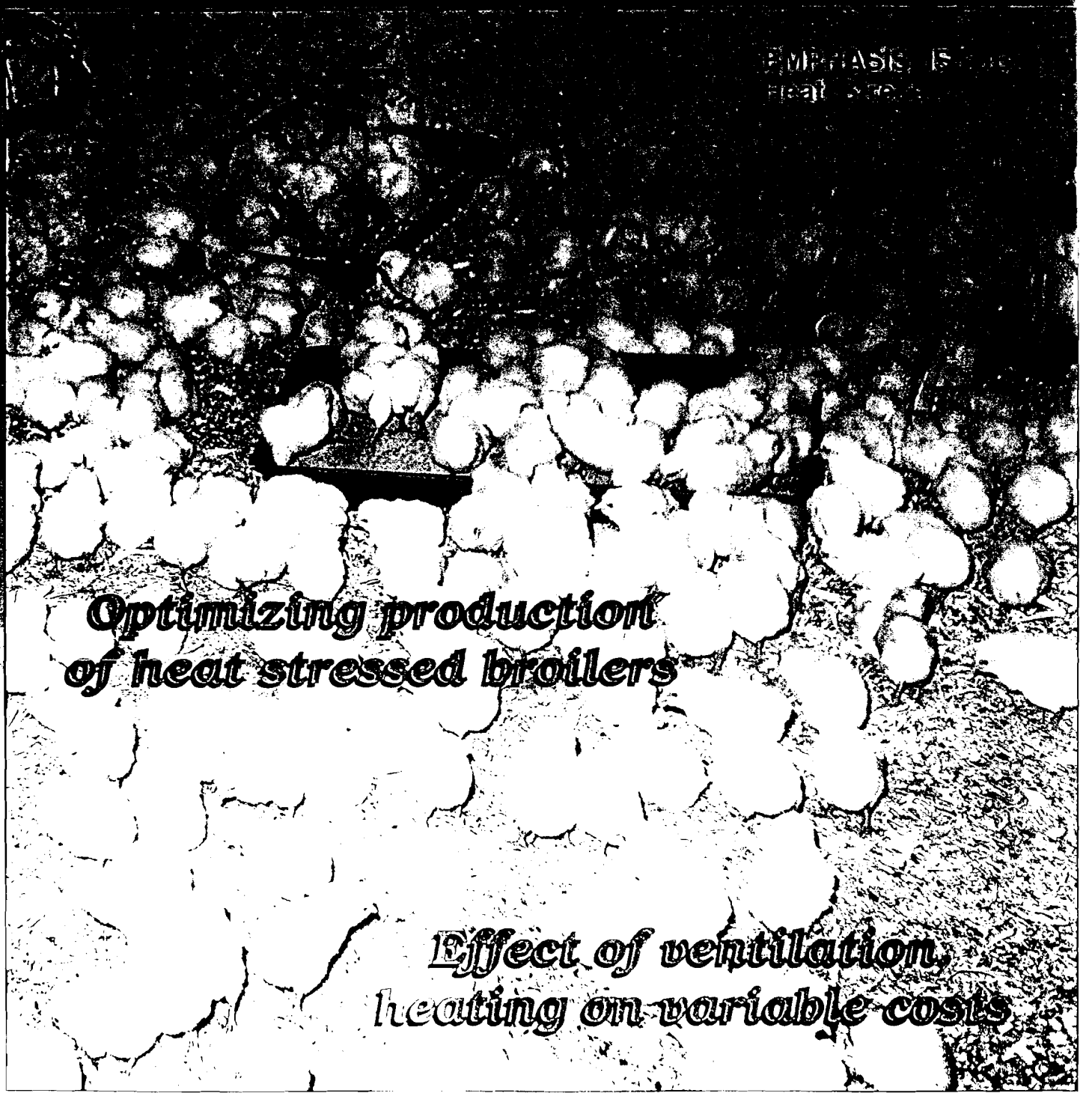
INTERNATIONAL TRADE CENTRE UNCTAD/GATT

May 199

POULTRY DIGEST®

PRODUCTION INFORMATION FOR THE BROILER, EGG & TURKEY INDUSTRIES ■ A WATT POULTRY PUBLICATION

EMPHASIS IS ON
Heat stress



Optimizing production of heat stressed broilers

Effect of ventilation, heating on variable costs

June 1994

A Watt Poultry Publication

BROILER INDUSTRY®

THE MAGAZINE OF BROILER PRODUCTION, PROCESSING & MARKETING

TAKING CONTROL WITH HACCP AT WAYNE FARMS

Continental Grain's broiler division is taking control of its processes with new pathogen control technologies and HACCP-based food safety programs.

Wayne Poultry's Director of Quality Assurance Michael C. Robach

"Putting a HACCP plan together is something that is doable. It takes the whole team — the marketing people, the operations people and the QA people — working together."

Also in this Issue:

Asian Opportunities: Will U.S. Exporters Be Quick Enough?

National Survey of Intestinal Diseases of Broilers

Poultry International®

JUNE 1994
A WATT POULTRY PUBLICATION

Production, Processing and Marketing Worldwide

Transgenic Chicken

Views On GATT

Global Consumption Growth

Promotion Edition

MAY/JUNE 1994
A WATT POULTRY PUBLICATION

egg industry®

COVERING EGG PRODUCTION, PROCESSING & MARKETING

Successful niche marketing: Almark Foods

Dan Gardner takes a bow

ANUGA show report ❦ **IEC Spring meeting**

Chemical Marketing Reporter

OIL, PAINT AND DRUG REPORTER

Entire contents copyright 1994 by Schnell Publishing Company, Inc

NEWSPAPER SECOND CLASS P.O. ENTRY | MARCH 28, 1994 | $3.75 per copy

BEST AVAILABLE COPY

The Public Ledger's
COMMODITY WEEK
Established 1760

No. 71,684 | The Weekly Guide to the World's Commodity Trade | Saturday June 18, 1994

Third world agrics demand falls back

Lower economic growth among less developed countries (LDCs) will affect world demand for feedgrains, vegetable oils, meals and sugar according to a forecast from the Economist Intelligence Unit. *(Staff)*

Growth in 13 principal LDCs is now expected to be only 4.1% in 1994 rather than 4.5 envisaged two months ago, with prospects of no more than 4.2% for 1995.

The EIU notes a divergence between performance of the Asian v the Latin American economies. Asian LDCs are seen growing by 6.3% this year, rising to 6.7% in 1995, shrugging off the torpor in Japan. However, aggregate growth in 5 main Latin American countries is put at just 1.8% this year, dropping to 1.3% in 1995.

Mexico and Venezuela are hit by the effect of weak world oil prices on their export earnings while Brazil (which benefits from cheaper oil) is heading further into recession. China's boom is forecast to leave 1994 with an astonishing 10% growth rate but that will slow steeply in last quarter 1994, reducing to 6.5% in 1995.

Prospects for non-inflationary growth in 1994 and 1995 have improved markedly in OECD countries thanks largely to the expected growth in the US, now seen boosting their economy by 3.7% this year and 2.9% next. That has some impact on a 'sclerotic' West Europe, lifting its rate from 1.3% to 1.5% this year and 2.2% in 1995. However, weakness in Japan holds overall OECD growth down to 2.3% this year, 2.5% next year.

Better news on inflation puts the average OECD (measured in domestic currencies, excluding Turkey) at 2.6% against 3% predicted earlier. For next year, the EIU predicts inflation at 2.8% in the area.

For the individual commodities the EIU has raised its 1993/94 production forecast for cocoa [illegible] compared with 2.33mt last season, viewing a similar figure for 1994/95. It has also cut its cocoa consumption and deficit estimates, leaving the latter at 70,000t against an earlier forecast of 140,000t. But it believes prices will weather the more bearish fundamentals as speculative buying continues, especially if consumers get panicked into taking protective cover.

Consumption of cocoa is expected to rise from 2.49 to 2.55mt in 1994/95, producing a 150,000t deficit, but it expects stronger prices to restrain consumption more in 1995/96.

Coffee has risen well above levels that fundamentals would justify though supply prospects have worsened in the last two months. Cuts have been made in estimates of Colombian production (11m from 12m bags) with reductions also expected in El Salvador, Guatemala, Rwanda, Burundi and Tanzania.

Indonesia's crop could also be below 1993/94's 7.7m bags instead of rising as previously forecast but Brazil is still expected to produce 20m bags. The EIU expects consumer stocks to continue to fall with US inventories already down 30% and European robusta stocks 'extremely tight.'

Further forward, the EIU expects the strong price trend to encourage renewed expansion of production and rehabilitation of plantations. Plans are already underway in Brazil, Cote d'Ivoire and Mexico and 'the seeds of the next downturn in prices are already being sown.'

Sugar prices are seen levelling off from this summer's peak levels, returning to the 10.2¢ to 10.2¢ range next season as production rebounds in [illegible] India and Brazil and several smaller producers. Global output could be up [illegible] mt but [illegible] consumption [illegible]

Despite a setback in Kenya, the EIU raised its tea production forecast for 1994 to a new record of 1.77mt (v 1.76mt last year and 1.61mt in 1992). Much bigger Sri Lankan and Indian crops as well as gains across Africa are all set to contribute.

Flat Russian demand is reflected in tea offtake revised down to 1.7mt for this year, though still above 1992's 1.68mt, with India accounting for most of the increase. With a 70,000t surplus there is no reason for tea to join the commodity boom this year but as production and investment drop next year, prices should recover.

Grain prices show little prospect of recovery this year as maize crops rebound and export competition heightens between coarse grains and wheat and between the leading exporters themselves as GATT restrictions approach in mid-1995.

Though world wheat demand is seen growing to 5mt this season and another 15mt in 1995/96, consumption will not rise fast enough to dent stocks much. Maize stocks are seen rising from 23mt at end 1993/94 to 38mt next year and 40mt in 1995/96.

World demand for oilseeds is accelerating more rapidly than expected and more stock falls are expected. While that tempts a bullish view the EIU lists several negative factors, including a likely crop rebound in the US with increased output in China and Europe.

Overall supply of soy bean oil is seen rising from 17.73t in 1993/94 to 18.41m in 1994/95. Palm supply should increase from 14.2mt to 15.2mt while sunflower and rapeseed output will be up too.

Consumption of palm may continue to outpace even these gains and though prices are expected to ease in the second half of 1994, they could be on the way back up again this time next year.

INSIDE

Metal weakness
Some base metals could be rallying beyond their means. Only copper has genuine fundamental optimism but the complex as a whole is on the march.
Report page I

Indian sugar
Arguement is raging in India over the responsibility for sugar imports and the impact of these on domestic prices which are already much higher than the world average.
Report page II

Oil prices at the top?
Palm oil prices seem to have reached their upper limit and exports should slow down as a result and European buyers are already adopting a hand-to-mouth policy.
Report page II

Rapeseed exports
The EU has already booked around 225,000t of new crop rapeseed for export to the Third World and will fill in with heavy imports from Canada.
Report oage III

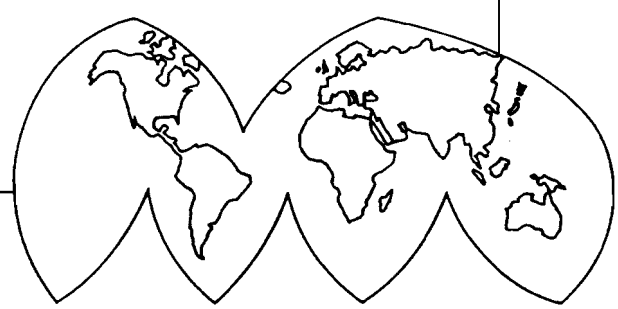
Cotton comeback
With supplies generally tight, activity in cotton futures is growing as well as a noticeable increase in the amount of physical trade.
Report page V

Contents

	PAGES
Softs	4-6
Metals	6
Commentary	I-VIII
[Dried Fruit	IV]
Minor Commodities	7
Oils & Oilseeds	8-9
Currencies	9
Grains & Feeds	10-11
Shipping & Energy	12

MARKET NEWS SERVICE

MNS



Spices World

No. 23/1994

ITC

INTERNATIONAL TRADE CENTRE UNCTAD/GATT

THE INTERNATIONAL
FLORICULTURE
QUARTERLY REPORT

Volume 4 Number 4 March 1994

THIS ISSUE:

World Trade in Cut Flowers, Foliage and Ornamentals 1992/1993

Exporting Large Tropical Plants

Country Profiles:

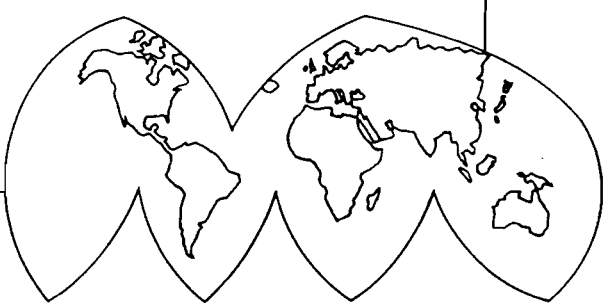
South Africa
Zambia
Mexico

Cut Flower Growth in Multiple Stores

Flower Marketing Information USA

MARKET NEWS SERVICE

MNS



Cut Flowers

European Markets

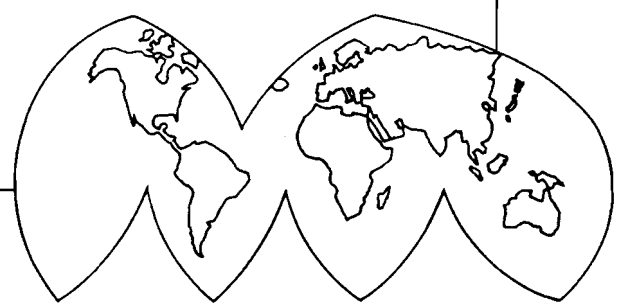
No. 23/1994

ITC

INTERNATIONAL TRADE CENTRE UNCTAD/GATT

MARKET NEWS SERVICE

MNS



Ornamental Plants

European Markets

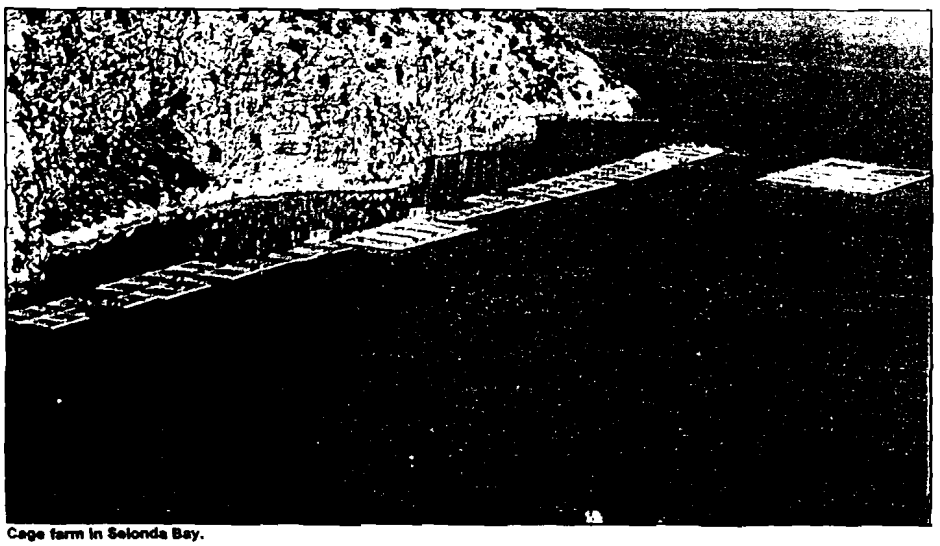
No. 13/1994

ITC

INTERNATIONAL TRADE CENTRE UNCTAD/GATT

fish farming international

MONTHLY £2.00 An EMAP business communications publication MAY 1994, VOLUME 21, No.5



Cage farm in Selonda Bay.

New name for feeds group

ALONG with expanding markets and big increases in fish feed production, the companies in the Dansk Orredfoder (DOF) group now have a new name and a smart new logo.

DOF, Biomar in Norway, Aqualim in France and Ecoline in the UK will now all trade as BioMar. The group is still wholly owned by Danish grain and agricultural merchants KFK, which is in turn controlled by Norsk Hydro.

In 1993, BioMar sold more than 100,000 metric tons, making it the second largest supplier of feed to Europe's fish farmers.

To meet growing demand, said managing director Preben Jensen, plants in Norway, Denmark and France have been substantially modernised and production will be increased by some 40,000 tons. The new Bio-Mar mill to be built in Scotland will add another 20,000 tons next year.

BioMar is also gathering its range of feeds into four basic product lines. Three of these - Ecoline, Biooptimal and Aqualife - are already well known. The fourth, Aquavet, will comprise medicinal feeds and vaccines.

BioMar

STAMPEDE FOR SHARES

Selonda issue in Athens was 129 times over subscribed

WHEN Selonda Aquaculture, one of the most successful companies in marine fish farming in the Mediterranean, offered 523,000 of its shares in the Athens Stock Exchange this month, the issue was 129 times over subscribed.

The shares have been issued to to raise 575.3 million drachmas (about £1.6 million) to finance further expansion, and the huge response even surprised managing director John Stephanis.

"But we were expecting a rush for shares, because of the success of sea farming in Greece," he told FFI just after the public subscription closed on May 10.

Selonda is a member of the Stephanis group of companies. It was formed in 1990 by the merger of two other companies.

Since 1991 the company has reinvested most of its profits and has a very high return on equity of 45.69 per cent to date.

"We intend to build on achievements of the past 14 years by carrying forward the reputation we enjoy for effectiveness and reliability into our future operations," said Mr Stephanis.

Technically, the company employs the latest equipment for its sea bass and bream operations. The Manaqua software system supports its production. Monitoring of cages is done using Smiead and OxyGuard systems and feeding is by the AKVA centrally controlled automatic system.

Its cage farm in Selonda Bay produces around 270 tons a year. In 1992 it acquired the Aqualife farm nearby to increase production by 60 tons in 1993 and 250 tons next year. Selonda expects total production to reach 360 tons this year, 600 tons in 1995, and 700 tons in 1996.

The company plans to use 30 per cent of the money raised by the share issue for developing the farming of new species, such as the red sea bream and Dover sole.

Twenty per cent will go for the vertical integration of Selonda, and more specifically for the purchase of a fish feeds distribution company.

Thirty per cent will go towards the purchase of an existing ongrowing unit and realising Aqualife's expansion program. And 30 per cent is for construction of a packaging and processing plant near the farm sites. Selonda will participate in a joint venture to manage this plant.

● For further news of sea bass and gilthead sea bream farming, see our special feature starting on Page 10

• INFOFISH • INFOPESCA • INFOPECHE • INFOSAMAK

INFOFISH Trade News

Printed and published by INFOFISH. P O Box 10899, 50728 Kuala Lumpur, Malaysia.
Telex: INFISH MA 31560. Phone: 03-2914466, 03-2914614. Fax: (603) 2916804

PP 4935/12/93 ISSN 0127-9114 16 June 1994 No: 11/94

A
4055/1

BULLETIN: Thai fishery products regain entry into France after a month long dispute..... Thai frozen shrimp exports by country..... Fish farmers in **Singapore** use farm-prepared feeds for culture..... **Singapore** ban imports of green mussels from Malaysia ..... Fishing in **Hong Kong** harbour is banned due to heavy metal contamination..... **Brunei** and **Japan** collaborate in grouper culture project..... Fish stock in **Egyptian** coastal waters is found to be declining..... New regulations established to govern fish farming in **Jordan**..... Fishery exports of **Tunisia** 1982-1992..... **Namibia** establish fishing joint venture for hake with **Iceland**.

FROZEN FISH: Market appears to regain strength with the economy improving. Consumers' price resistance still continues, but importers/processors are buying ahead to meet demand. Cod market in Japan has slowed down while processors focus on other lucrative species. Fishing operations have come to an end in India due to monsoon weather.

CHILLED, FROZEN TUNA: Heavy bluefin arrivals were experienced during end May to beat ICCAT deadline requiring certificate for fresh bluefin imports. Bigeye landings increased due to a shift in fishing operations from yellowfin. Frozen bluefin prices have not recovered yet as economy is down.

JAPANESE SHRIMP MARKET: Market continues to be dull while Japanese reprocessors look for cheaper products, but domestic prices in general remained stable. Offer prices for black tiger from Thailand, Indonesia and India remained high despite bargains for lower price by Japanese buyers. Supplies are expected to be tight in June. Consumer demand is expected to be dull for another month.

US SHRIMP MARKET: Summer consumption is picking up. White shrimp supplies have improved from Latin America and Gulf of Mexico allowing prices to soften a bit. But black tiger prices remained firm as landing diminishes in producing countries. Good demand is expected during the coming months despite the prevailing high prices.

ITN 11/94 FACT SHEET: Summary of EU Schedule for reduction in tariffs for fish and fish products under the Uruguay Round.

All **indicative** prices refer mainly to the period 10.6.94 - 15.6.94.

INFOFISH - AQUATECH '94

International Conference on Aquaculture
29-31 August 1994
in Colombo, Sri Lanka
For registration, please contact
INFOFISH, Fax: (603) 2916804

This is a joint publication of the
Regional Marketing Information
and Advisory Services:

INFOFISH (Asia/Pacific),
1st Floor, Wisma PKNS,
Jalan Raja Laut,
50350 Kuala Lumpur,
Malaysia.

INFOPESCA (Latin America),
Apartado 6-4894,
Estafeta El Dorado,
Republic of Panama,
Telex: 2582 INFPESCA PG.
Fax: (507) 646589.

INFOPECHE (Africa),
BP 1747,
Abidjan 01,
Coté d'Ivoire.
Telex: 22989 INFOPE CI.
Fax: (225) 218054.

INFOSAMAK (Arab countries),
P O Box 26629,
Manama,
Bahrain.
Telex: INFSAK 7716 BN.
Fax: (973) 727587.

GLOBEFISH,
FAO-FIIU,
Via delle terme in Caralla,
00100 Rome,
Italy.
Telex: 625852 FAO I
Fax: 52255188

Each project publishes in its respective language:
- INFOFISH Trade News (English)
- INFOPESCA Noticias Comerciales (Spanish)
- INFOPECHE Nouvelles Commerciales (French)
- INFOSAMAK Al-Nashrah Al-Tijariah (Arabic)

Each version is published fortnightly and is supplemented by the quarterly **GLOBEFISH Highlights** and the monthly **European Fish Price Report**

Annual subscription rates are:
USD 250 – INFOFISH member countries*
USD 300 – other developing countries
USD 350 – Industrialised countries

*(Bangladesh, India, Indonesia, Maldives, Malaysia, Papua New Guinea, Solomon Islands, Sri Lanka, Thailand)

+ marks higher prices since the last report;
– marks lower prices since the last report;
marks updated but unchanged prices.
Prices for products not included in the previous issue are printed in dark print.

Fresh, Chilled, Live Fish
Frozen Fish
Chilled, Frozen Tuna
Frozen Shrimp, Lobster and Crab
Frozen Cephalopods, Molluscs and Froglegs
Dried, Salted, Smoked Fish

BEST AVAILABLE COPY

GLOBEFISH

EUROPEAN FISH PRICE REPORT

15 June 1994 - No. 06/94

Food and Agriculture Organization of the United Nations

Fishery Industries Division
Via delle Terme di Caracalla
00153 Rome/Italy

Tel. 5797 6389
Tlx. 610181 FAO I
Fax: 5404297-5146172

The European Fish Price Report is a monthly publication, part of the Full Net package: a set of four periodicals published by the Fish Marketing Information System:

FAO GLOBEFISH (Italy)
Tel: (6)52256762
Fax: (6)52255188
Telex: 610181 FAO I

FAO INFOPECHE (Africa)
Côte d'Ivoire
Fax: (225)218054
Telex: 22989 INFOPE CI
FAO INFOPESCA (Latin America)
Casilla de Correo 7086
Montevideo, Uruguay
Fax: (598)2-924985
FAO INFOSAMAK (Arab countries)
Bahrain
Fax: (973)727587
Telex: INFSAK 7716 BN
INFOFISH (Asia/Pacific)
Malaysia
Fax: (603)2916804
Telex: INFISH MA 31560

Full Net subscriptions including:
- ***Trade News*** (fortnightly)
- ***GLOBEFISH European Price Report***
- ***INFOFISH INTERNATIONAL (bimonthly)***
- ***GLOBEFISH Highlights*** (quarterly)

can be ordered in English, French, Spanish or Arabic from the appropriate regional Service.

All products are in frozen form unless otherwise stated.

+ Price increase in original currency since last report.
- Price decrease in original currency since last report.
= Updated but unchanged price
• New insertion
Prices without symbols not updated and therefore repeated

LATEST TRENDS IN THE EUROPEAN MARKET

N.B. The depreciation of the US dollar against European currencies led to an improved competitiveness of the European market versus the US market. The shrimp market was reacting positively to this new development.

GROUNDFISH: Cod prices are slowly rising. The fisheries agreements between Argentina and EEC will allow increased catches of hake, probably leading to lower prices. New season for pomfrets and red snapper starts again in India in July/August. **Page 2 - 4**

FLATFISH: Turbot prices continue to decrease while Dover sole prices are on the rise. Strong demand for Holland dabs has been developing. **Page 5**

SMALL PELAGICS: Mackerel season has ended, no more supply from Ireland and Scotland is offered. Herring supply is moderate. **Page 6**

TUNA: Yellowfin catch is still poor in Indian Ocean, prices are on the rise. Skipjack catch is quite good in the Atlantic, therefore prices are decreasing in Europe and Africa, especially in the Dakar area. **Page 6**

CEPHALOPODS: A meeting was held in Casablanca on May 31, representatives of the four Cephalopod producer associations, APAPHAM, UMAP (Morocco) ANACEF (Spain) and FIAP (Mauritania) found that present octopus catches were not as good as they expected, whereas cuttlefish catches had improved. Considering that the present market and stock situation in Japan was at an acceptable level, they signed a protocol of agreement establishing octopus price levels at 500 US$/MT higher than present market prices, which up to now, Japanese traders refused to accept. Catches of Illex squids in Falkland area are slow. In 1993 total catch was 30% less than in 1992, this year the forecast so far is 50% less than in 1992. **Page 7**

SHRIMP: Black Tiger from Thailand and Ecuadorian white shrimp are still in very poor supply, and prices continue to rise. Compared to June 93, prices are generally US$ 2.00/kg higher. Coldwater shrimp prices are stable. **Page 8 - 9**

LOBSTER/SURIMI: Norway lobster prices on the rise. Japan is buying actively American lobster: leaving little supply for Europe, prices are on a rise. **Page 10**

CULTURED SPECIES: Atlantic salmon prices continue on their strong trend. Seabass prices are rapidly picking up, after the low 1993 levels. **Page 11-12**

Currency Conversion Rates: [illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	Italy	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	Japan	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	Netherlands	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	Norway	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

AQUARIUM® FISH MAGAZINE

Attention Subscribers—

The All New 1995 AQUARIUM USA™ Is Now Being Delivered

Is there a copy on its way to you?

See Back Cover

THE MAGAZINE FOR THE PROFESSIONAL RETAILER

$2.50

JUNE 1994

pet·age

FISH MEDICATIONS UNDER FIRE

STRICT REGULATIONS COULD SPELL DISASTE

SPECIAL DIETS FOR DOGS AND CATS

REPTILE HABITATS

USING BAR CODE TECHNOLOGY

THE MOST REQUESTED AND LARGEST AUDITED PET TRADE PUBLICATIO

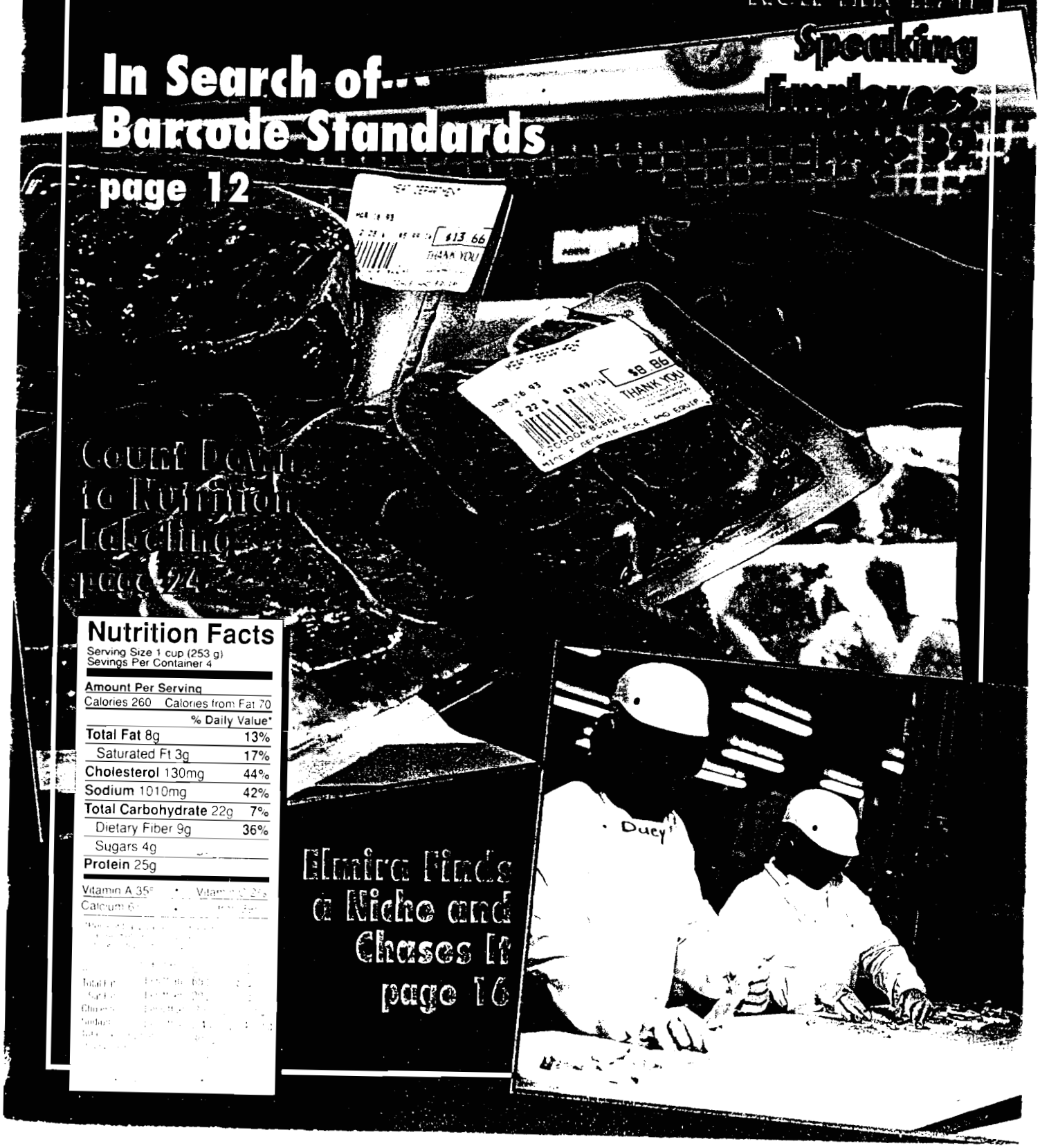
MEAT PROCESSING

NORTH AMERICAN EDITION

MARCH 1994

Managing Non-English Speaking Employees page 22

In Search of... Barcode Standards
page 12



Count Down to Nutrition Labeling page 24

Elmira Finds a Niche and Chases It page 16

MEAT

NTERNATIONAL

The Worldwide Magazine on Meat Trade and Technology

d Elsevier - Misset April / May Volume 4 Number 2

At Work In Poland

BETTER LOGISTICS

over Story

The Moscow Meat Business

SOLAR TECHNOLOGY REDUCES HOME SYSTEM COSTS TO $5 PER WATT

MOTHER EARTH NEWS

DECEMBER/ JANUARY 1994

THE ORIGINAL COUNTRY MAGAZINE

HOW TO:

MAKE HANDMADE STATIONERY

REPAIR SQUEAKY FLOORS (AND OTHER QUICK FIXES)

GROW INDESTRUCTIBLE WINTER HOUSEPLANTS

New Life for Old Stoves:

TIPS FOR REFURBISHING AND INSTALLING

Pete Schroeder from LaAnna, PA

RS SHARE FLOOD SURVIVAL STORIES

INERS HOLIDAY HERBAL GIFTS

Display until Jan. 24, 1994

BEST AVAILABLE COPY

SPECIAL ISSUE: 20 PAGES OF GREAT NON-TOXIC PEST CONTROL TIPS!

ORGANIC GARDENING®

MAY/JUNE 1994

LEAPIN' LIZARDS!

GET TOADS TO GUARD YOUR GARDEN!

BEAT 12 BAD BUGS BY TIMING YOUR PLANTINGS RIGHT!

10 SHRUBS THAT PROTECT CROPS!

DOUBLE YOUR FAVORITE FLOWERS FOR FREE!

$2.95

06

0 09281 02566 5

A BUSINESS PRESS PUBLICATION

TEXTILE ASIA

JUNE 1994

RETAIL PRICE
Hong Kong HK$40.00
Overseas US$ 7.50

ISSN: 0049-3554

THE ASIAN TEXTILE & APPAREL MONTHLY