

# Agri-Business, Production, Processing and Marketing Information News

Issue No 28

February 1995

AgEnt 77-94

## FRENCH SIAL OCTOBER '94 INTERNATIONAL FOOD PRODUCTS EXHIBITION

**THIS REPORT HAS BEEN PREPARED BY  
AGENT'S TWO ADVISORS WHO  
PARTICIPATED WITH CLIENTS AT THE  
ABOVE MAJOR FOODS TRADE FAIR; AND  
IS DESIGNED TO VERY BRIEFLY/  
SIMPLY HIGHLIGHT WHAT THE  
AGENT TEAM LEARNED/NOTED AT  
THE EVENT, I.E**

- *How a country such as India successfully promotes itself at a trade fair*
- *Competitive countries exports marketing data of likely interest to Sri Lankan exporters*
- *Selected new products/marketing opportunities noted at SIAL '94; etc*

*Prepared by:*

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*International Marketing/Agro-Processing Advisor*

**GAMINI KUMARAGE**

*Agri-Business Advisor*



## 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.

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## 1. INTRODUCTION AND QUALIFICATIONS

The AgEnt project has for the last two years been assisting many Sri Lankan medium/small size agro-enterprises ( in particular ) to develop and launch products into the highly competitive international marketplace.

On page 11. we have reproduced a recent promotional advertisement which describes the typical assistance components the project can offer clients with a viable business/marketing plan in the export development arena.

An important part of AgEnt's assistance is helping exporters participate in key overseas trade fairs to either promote/sell their products or identify new marketing opportunities; and this is where AgEnt's international marketing/agro-processing and agri-business advisors have often been able to assist at an all important " hands on " level.

It is against this brief background that this report has been produced. It is designed to very briefly/simplely highlight to both existing/potential Sri Lankan exporters what the AgEnt team learned/noted at the French SIAL '94 International Food Products Exhibition i.e.

- How a country such as India strongly promotes both country image/individual exporters at trade fairs
- Collection by the AgEnt team of much competitive country and exporters marketing/promotional/new products data of likely interest to existing/potential Sri Lankan exporters.

etc.

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If existing/potential Sri Lankan exporters are interested in obtaining more information about any of the product sectors covered in this report they should initially make contact with -

Mrs. Gayatri Abeydeera

AgEnt Business Information Center Manager

Telephone: 446447/446420

Fax: 446428

As much of the competitive country/exporters products data was printed in colour, many of the reproduced items in this report naturally do not reflect the presentation quality of the original material.

At SIAL '94 AgEnt successfully joined forces with the EDB ( Export Development Board ) - refer Annexes A1/2 newspaper stories - in a determination to maximise both the country's and individual exporters promotional impact at a trade fair of such importance.

**WHAT THE AgEnt TEAM  
LEARNED/NOTED AT SIAL '94**

2. **INDIA'S STRONG COUNTRY IMAGE/EXPORTER PROFILES  
PROMOTIONAL MATERIAL PACKAGE DISTRIBUTED  
FREELY/WIDELY AT SIAL '94**

As Sri Lanka often competes " head on " with many Indian product sectors, we were particularly impressed via the manner in which this country's fresh/processed products etc food resource/quality/capability were strongly promoted by a number of agencies ( linked to parallel support promotion of participating event exporters ) through widely distributed " on target " promotional/marketing material, typified under Annexes B/C.

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Sri Lanka was particularly weak in this critically important export promotional/marketing mix arena.

AgEnt has collected over the last two years many calibre other country/exporter brochures etc. These can be freely sighted in the project's Business Information Center.

3. **SRI LANKAN FINE/EXTRA FINE BEANS**

AgEnt has been actively involved for sometime in the pro-active development ( crop trialling/export test marketing ) with a number of hill country tea estates and a major Sri Lankan fresh produce exporter of this potential new export crop targeted at selected European markets.

We have reproduced under Annex A3, a combined free editorial story/promotional advertisement which AgEnt had placed in the October edition of the leading EUROFRUIT monthly fresh produce trade magazine to coincide with the SIAL '94 event, at which the Sri Lankan test marketing exporter strongly featured/promoted this potential new fresh product line.

4. **CASHEWS**

Under Annexes D1:10 we have reproduced extracts from the latest high quality/highly informative Cashew Export Promotional Council of India promotional brochure. Talking to a number of mainline European and other fruits/nuts importers at SIAL '94 they stated that the Indian cashews promotional material clearly reinforced India's strong quality/marketing stance in this very significant/continuously growing export sector. No importer could recall having sighted a similar Sri Lankan product sector promotional publication ( although the AgEnt team is aware that such material is available ), whilst a number of importers were not aware that Sri Lanka produced cashew nuts.

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The few Indian exporters of Cashew nuts spoken to at SIAL '94 reconfirmed the difficulty aligned with trying to penetrate/sustain a profitable export marketing business in the highly competitive small pack/brand name sector for a wide range of marketing inhibitors.

Brazil is the other major producer/exporter of Cashews, hence we have reproduced under Annexes D11:14 a recent most interesting article ex the 1/95 edition of " The Clipper " trade magazine highlighting this country's developments aligned with seeking to produce new higher yielding cashew varieties which are also resistant to drought and most diseases/insects.

5. **THAILAND AND COSTA RICAN DRIED FRUITS**

AgEnt has played a key assistance role in helping to develop and get this new export sector " up and running "; albeit in still a small way.

Therefore we sought at SIAL '94 to collect the latest competitive countries products/pricing data per Annexes E1:2 Thailand and E3:7 Costa Rica.

Whilst Thailand appears to be maintaining its leadership in the " lower cost/ sugared and the like dried tropical fruits sector ", Costa Rica ( a relatively new entrant to the dried fruits sector ) is seeking to develop/build ( and with some initial success ) an " all natural/premium priced market niche ".

6. **NATO DE COCO**

AgEnt has already collected/disseminated much Philippines production/processing/ marketing etc data and samples to interested potential Sri Lankan exporters relating to this fast growth new export product sector, pioneered and still dominated by the Philippines.

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Under Appendices F1:3 and F4:7 we have reproduced a leading Philippines exporter's latest Nato de Coco price list/product mix together with a recipes leaflet typifying how Nato de Coco is being promoted/consumed in export markets.

Annexes F16:20 is an excellent write-up ex the Philippines on the Nato de Coco export product sector and success story ( bearing in mind that AgEnt has at hand more updated Philippines export performance data ).

Under Annexes F8:15 we have reproduced as a matter of interest to existing/potential Sri Lankan exporters how many Philippines food processing companies have sought to simply/clearly present their story in a " company profile/export supply capability/export experience/business plan forecast " context.

AgEnt's marketing and agri-business advisors would be most happy to explain to both existing/potential exporters the importance of presenting their export capability etc story in this near self-same format.

## 7. HEARTS OF PALM

Costa Rica has succeeded in producing a hybrid palm tree suitable for commercial food processing production linked to the building of an already sizeable/very profitable export niche. AgEnt first sighted this product at the 1993 major ANUGA German International Food Trade Fair. Since that date we have sought to secure as much competitive production/processing/marketing intelligence as possible at a Phase 1 evaluation level to determine whether it makes sense for Sri Lanka to seriously look at this sector as a potentially viable new export sector.

Under Annexes G1:6 we have reproduced one leading Costa Rica producer/exporters product specifications and background brochure, whilst below we have given the latest FOB US\$ price illustrations for 1st quarter 1995 i.e.

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Product variant/ size/packaging	FOB US\$ per carton	Drained weight per carton/jar
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Whole Hearts of Palm

12/850ml cans	22.00	500g
24/425ml cans	25.00	220g
12/450ml jars	18.00	250g

Halves of Hearts of Palms

12/850ml cans	16.00	500g
12/450ml jars	14.00	250g

When the above prices were faxed to the international marketing/agro-processing advisor during his December '94 home leave the following qualification was made in the exporter's communication i.e. Presently and until July 1995 we are completely sold out. New plantations will be starting to produce in mid 1996. Depending on availability, we would be able to offer you a container in the second half of 1995 (!).

8. MALAYSIAN EXPORTER PRICING ETC FOR FRUIT JUICES/DRINKS, COCONUT WATER AND COCONUT CREAM MILK

As Sri Lanka has a number of exporters trading/marketing coconut cream/milk products in particular, linked to AgEnt frequently being asked for illustrative prices in the fruit juices/drinks and coconut water sectors, we have secured/reproduced the latest price list of a leading Malaysian exporter in the aforementioned product sectors ( refer Annexes H1:2 ).

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:7:

However, potential exporters should note -

- On mixed FCLs ( full container loads ) shipment purchases can be negotiated at a 7.0-10.0% discount off the standard price list.
- Tetra Pak/Combibloc long life packaging presentations - even though often more expensive than their canned equivalents on a price per ml basis - are steadily increasing export market share around the world.

Also reproduced under Annex H3 are illustrative multi-lingual labels for two Malaysian canned coconut milk brands; under Annexes H3:4 product specifications for high/low fat desiccated coconut products; under annexes H6:12 we have reproduced the export promotion brochure of a leading Malaysian coconut based products manufacturer.

9. **INDIAN ( ETHNIC ) PREPARED BOTTLED AND CANNED PASTES/ SAUCES/PICKLES/CHUTNEYS ETC**

We have reproduced under Annexes I1:2 Patak ( Spices ) Ltd's simple export promotional leaflet. This is a long established UK based Indian manufacturer of Indian Ethnic Foods with a rapidly increasing UK market share and export business.

AgEnt continues to believe that an untapped volume export marketing opportunity exists for a similar range of correctly formulated/positioned/packaged Sri Lankan products in this sector, bearing in mind that a number of Sri Lankan producers/ exporters have already successfully entered this sector albeit in a very small way.

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AgEnt has in the Business Information Center a selected range of Patak's products and is currently working with a number of Sri Lankan enterprises to develop/test market new ranges of prepared spice products targeted at a much wider/potentially very profitable audience than the limited Sri Lankan overseas communities sector.

Annex I3 typifies the wideness of the Indian product ranges offered in the UK by Sharwoods ( the brand leader ) and Veeraswamy's ( a much smaller, quality products company ).

10. **KOREAN POWDERED SQUASH ( PUMPKIN ) SOUP**

The Korean " Q Foods " brand of newly introduced powdered export soup is understood to have achieved excellent sell-in results at SIAL '94. AgEnt has been trialling for sometime a high quality Japanese varieties of squash which could well have the potential to be converted profitably to powdered soup form and sold within both the domestic and export markets under a proper umbrella foods brand name.

Under annexes J1:6 we have reproduced this company's opening price sheet offer at SIAL '94, product specifications and illustrative multi-language packaging.

AgEnt is holding in the Business Information Center samples of the " Q Foods " powdered squash soup product.

11. **SPECIALITY " HIGH VALUE/PREMIUM PRICED " COFFEES**

Whilst AgEnt has todate not looked closely at the small Sri Lankan coffee production/marketing sector, there continues to be a growing world market in many developed countries for speciality " high value/premium priced " coffees typified by the Brazilian regional estate grown coffees illustrated under annexes M1-4.

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12. **EUROPEAN MARKET SURVEY/EXOTIC FOODS : " LICENCE TO INDULGE"**

Refer annexes P1:5. This most interesting article appeared in the European Supermarkets " autumn 1994 edition coinciding with SIAL '94". It highlights -

- That at end 1994 the UK market for ethnic food ingredients/ready made meals/snacks will grow to a gigantic Stg 430M ( a 128% increase over 1989 ) !; but where is Sri Lanka ?
- It discusses the fast growth Indian ethnic foods sector and how both Sharwoods and Patak's are really making the running !

13. **PRESERVING QUALITY - THE BENEFITS OF GLASS JAR PACKAGING/ PRESENTATION MAGAZINE ARTICLE**

AgEnt has frequently stated to existing/potential Sri Lankan ethnic foods exporters the benefits which can accrue from the continued use of glass jar packaging versus more modern forms of packaging/presentation technology in appropriate product sectors.

This article very much supports this philosophy i.e. the article states " In a climate where an extremely discerning customer expects quality, wholesomeness and value for money, the glass jar shows them they are buying all three " (refer annexes S1:3)

Interestingly, two of the conserve products featured under annex S1 are made from apple base and with banana and passionfruit inputs.

:10:

14. **OTHER ANNEXES ( REFER INDEX OVERLEAF )**

The balance of annexes have not been commented on i.e. they have been included as a matter of updatemnt interest etc to existing/potential exporters relating to existing Sri Lankan product sectors and a number of new product sectors noted at SIAL '94.



**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/EXPORT MARKETS!**

Over the past 20 months AgEnt has assisted many Sri Lankan agro-enterprises and entrepreneurs through the project's unique "50% SHARED INVESTMENT GRANTS" program in the following export sectors -

1. To visit overseas markets to assess/acquire new higher added value processing and packaging technologies.
2. To conduct "first hand" export markets research to determine whether existing or new concepts/products have the potential to achieve success, linked to the development/implementation of export marketing strategies which are most likely to work in the highly competitive international market place.
3. To participate in trade fairs to help them promote their products and find new buyers.
4. To produce "on target" export promotional material such as product information/sales brochures.
5. To send samples to potential buyers for initial evaluation.
6. To develop new export manufacturing processes.

- and much, much more.

Next, AgEnt's freely accessible Business Information Center maintains an up-to-date collection of hard back publications, international trade magazines, product sector trend/price reports, linked to an international network capable of accessing a wide range of production, post harvest handling, processing, marketing and agri-business topics.

For more information on how AgEnt can possibly assist your agro-enterprise in the export marketing development arena, please send a brief one page letter outlining the nature of your business and possible assistance sought to-

Richard Hurelbrink,  
 Managing Director - AgEnt Project,  
 5th Floor, Deutsche Bank, P.O. Box 389,  
 86 Galle Road, Colombo 3, Sri Lanka.  
 Tel: 94-1-446447, 446420 Fax: 94-1-446428

We will then send to you our AgEnt information brochure and an agro-enterprise profile form which needs to be completed to form the basis for holding our first exploratory meeting with a potential client.

**APPENDIX****ITEM**

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- A1 Island newspaper press story - " Lanka at SIAL '94 gains entry to ten new markets "
- A2 Sunday Observer press story - " Europe - new market for Lanka's vegetables "
- A3 Eurofruit magazine press story and promotional advertisement - "Sri Lanka targets Europe for vegetable exports "
- B1:14 India's SIAL '94 export promotion brochure/participating exporters produced by the Ministry of Food Processing Industries
- C1:8 Another Indian SIAL '94 export promotion brochure i.e. "The produce of India - abundance, diversity and opportunity" produced by APEDA/Agricultural and Processed Food Products Development Authority
- D1:10 Indian SIAL '94 Cashews export promotion brochure produced by the Cashew Export Promotion Council of India (selected extracts)
- D11:14 Latest Brazilian new cashew varieties/marketing developments
- E1:2 Major Thai dried fruits exporter's latest price list and promotional leaflet
- E3:7 Product price list/labelling etc promoting a major Costa Rica exporter's line of " natural " dried fruits
- F1:3 Major Philippine exporter's price list, company profile/ supply capability/export experience/business plan data promoting their main Nato de Coco product line
- F4:7 Philippines Nato de Coco recipes brochure produced by the Center for International Trade Expositions and Missions
- F8:15 Selected Philippine exporters company profiles/supply capabilities/export experience/business plans covering a range of product sectors i.e.
- Dessicated coconut • Coconut milk powder • Aseptic Coco cream • Aseptic coco water • Coconut gel • Coconut spread
  - Coco spread caramel • Papaya relish • Coco/Tamarind candies • Banana chips • Fruit preserves • Oriental gourmet mixes • Noodles

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## APPENDIX

## ITEM

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- F16:20 Major internal Philippines market report on the success of Nato de Coco - " Going loco over Nato de Coco " December 1993 (AgEnt also has more updated marketing information)
- G1:6 Promotional literature/product specifications from one of the leading Costa Rica growers/processors of " Hearts of Palm "
- H1:12 Product pricing/specifications/brochure from a leading Malaysian exporter of fruit juices/coconut cream/milk; and illustrations of 2 Malaysian multi-language labels for coconut milk
- I1:3 Selected promotional brochure extracts from the UK's most successful producer/exporter of Indian foods ( Patak's ); selected UK Grocer Magazine " Cash 'n Carry " prices for Indian foods and spices/herbs etc
- J1:6 Korean ( South ) exporter's product specifications/labelling/ price list for a new " Squash (pumpkin) soup powder "product which sold well at SIAL '94
- K Indian " Food Talk " publication (SIAL '94 edition) promoting the success of the country's pepper exports
- L1:4 Indian exporter's gherkins promotional brochure
- M1:4 Brazilian speciality coffee export promotional leaflets
- N1:2 A range of successfully introduced real fruit snacks by a South African exporter at SIAL '94
- O1:2 A new/successfully introduced apple crisp product by a Dutch company at SIAL '94
- P1:5 Brief " Exotic foods market survey " article by the European Supermarkets publication
- Q1:3 Brief European trade article on increasing tropical exotic fruits consumption
- R1:2 Product promotional literature relating to Hawaii's highly successful Papaya " Solo " variety export line
- S1:3 Brief European trade article on the benefits of glass jar packaging/promotion of preserves/vegetables etc

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**APPENDIX**

**ITEM**

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T1:3	Brief European trade article on the developing fresh pineapple sector
U1:10	Brief European trade article on the tea sector; SIAL '94 promotional leaflet from Celestial Seasonings, the most successful international marketer of premium priced herbal teas; UK Grocer magazine "Cash 'n Carry" prices for teas
V1:5	Brochure promoting China's "Green food project" at SIAL '94

# The Island

Thursday 24th November, 1994 Registered in Sri Lanka as a Newspaper Vol. 14 No. 280 PRICE Rs. 8.00

## Lanka at SIAL '94 gains entry to ten new markets

The Agent initiative to develop a highly competitive agricultural export sector in the country has resulted in seven selected exporters being assisted to exhibit their products

at the French SIAL '94 international food products exhibition.

The exhibition held in Paris between the 23rd through 27th October is said to have attracted

around 100,000 buyers visiting 3500 exhibitors from 77 countries displaying more than 35,000 products.

The seven Sri Lankan exporters had been selected under the director of EDB and were given display booths at the exhibition.

Five other exporters had their products — gherkins, pickles, cashew, dehydrated fruits and confectionary displayed within the EDB booth area.

These exporters were assisted by USAID funded AgEnt with airfreight of samples and assistance towards air travel.

Exporters who participated at SIAL '94 covered the following product sectors: fresh produce ● spices ● herbal products ● fine foods ● essential oils ● oleoresins ● desiccated coconut and coconut products and food ingredients.

Orders taken/potential orders on a consolidated basis among participating exporters have already been confirmed as topping the RPS 40 million mark linked to 10 (ten) new export markets being opened by exporters on a consolidated basis.

Extensive interest was also raised by potential buyers from many countries relating to a number of new export products displayed for the first time by Sri

Lankan exporters at the trade fair or "in the pipeline for planned launch in 1995".

Sri Lanka's stand was manned by EDB's Deputy director of Export Agriculture and AgEnt's Agri-Business and International Marketing/Agro-Processing Advisors.

The impact of Sri Lanka's stand at SIAL '94 scored very highly versus the majority of other developing country stands as a result of —

- Development of a Sri Lankan country image positioning based around a "Sri Lanka — Isle of Paradise" concept and strong use of an environmentally friendly colour at the

pavilion and individual exporter name/product mix signage level.

- A strong "on stand" promotion offering existing/potential buyers the opportunity to win daily a number of collector's "devil masks" (which in turn had been promoted in pre-trade fair catalogue advertising).

Both the EDB and AgEnt team also spent considerable time at SIAL '94 visiting competitive country and individual exporter stand to identify new export marketing opportunities for Sri Lanka. In early 1995 the EDB/AgEnt plan to run a number of major export marketing development

workshops based on experiences gained through participation at trade fairs such as SIAL '94 to illustrate the wide range of Sri Lankan export marketing opportunities which the private agro-enterprise sector should be aware of and seek (where appropriate) to seriously evaluate and test market.

Sri Lanka's new export development initiatives in the high value "hill country" export vegetables sector secured very wide coverage in the October SIAL '94 edition of Eurofruit magazine. This publication is the leading European fresh produce journal covering the import/wholesale/retail distribution trade in the European Community and Nordic markets.

# ECONOMY AND BUSINESS

BEST AVAILABLE COPY

# Europe - new market for Lanka's vegetables

Sri Lanka's vegetable exports have been highlighted in the October (1994) issue of *Eurofruit* magazine. Titled, Sri Lanka targets Europe for vegetable exports, and subtitled - Diversification and expansion of hill country agriculture, the article reads:

An initiative to diversify agriculture in Sri Lanka's central highland region is seeking customers in European markets for its range of high value vegetables.

At present tea is the main crop in this area of the Indian Ocean island and some planters have been encouraged by the AgEnt Project to put their growing skills and experience in post-harvest handling to use in producing fine beans, mangetout, snow peas and round beans.

The AgEnt initiative in Sri Lanka, which is funded by the United States Agency for International Development (USAID), started in early 1993 to help the private agro-enterprise sector expand by developing and marketing new export crops. AgEnt saw huge potential for temperate vegetable cultivation in the favourable soil and climate conditions of the Nuwara Eliya area and implemented small scale trials at the end of 1993.

The second phase of the

project is to identify importers and retailers in France, the UK, the Netherlands, Germany, Switzerland, Denmark and Nordic markets who could be seriously interested in high quality export vegetables from Sri Lanka. After interested importers are found, the project then aims to identify the individual quality standards, packaging requirements and import timing of each potential customer.

"The first trial export shipments were in May and samples went to the Netherlands, France, Germany, Switzerland and the UK," David Brandon of High Value Horticulture, the UK-based consultancy to the project, told *Eurofruit* Magazine. "These were the products of the first round of trial, drillings on three sites in March. In total the project covers 2.5 hectares on eight sites." Samples from the second round of trials were due in September and these will find their way onto the commercial market.

Mr. Brandon has provided the Sri Lankan growers with all the necessary information for standards in growing and packing which conform with all EU legislation and supermarket specifications. The growers will use this information to establish pack-

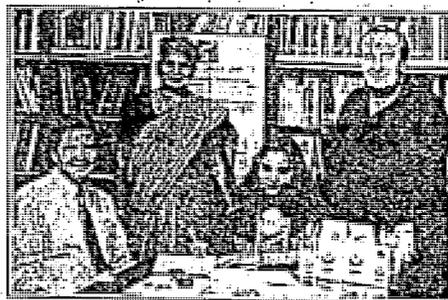
house and cooling facilities. Project advisors Anthony Dalgleish and Gmini Kumarage will be available on the Sri Lankan stand at the SIAL food fair in Paris this month to discuss the project.

"At the moment we are assessing the market and I am reasonably positive about the project so far," said Mr. Brandon. "If the level of interest we have had keeps up, I think the project can go commercial next year."

Meanwhile, a press release, from AgEnt, says that Sri Lanka's exporters of vegetables achieved excellent results at the prestigious French SIAL '94, international food products exhibition, concluded in Paris. The press release adds:

SIAL is the largest European food and allied products trade fair held bi-annually at the giant Paris "Parc D'expositions." The event is widely recognised throughout the world as the leading showcase for quality fresh, processed, chilled, frozen, food products and food ingredients.

The fair took place bet-



At the recent signing of a 50% "shared investment grant" to help Koffee Exotique, a small dynamic womens agro-enterprise to introduce a new piece of food processing technology are (L) AgEnt's Managing Director Richard Hurelbrink and Agri-Business Advisor Charmarle Maelge, Koffee Exotique's Proprietor Rushika Weerathunga and AgEnt's International Marketing / Agro-Processing Advisor Anthony Dalgleish.

ween the 23rd-27th October 1994 and was understood to have attracted this year around 100,000 buyers visiting 3,500 exhibitors from 77 countries (displaying more than 35,000 products!).

Under the direction of the Export Development Board (EDB), with strong assistance and promotional inputs from USAID's dynamic AgEnt private agro-enterprise sector development project - 7 selected exporters were given individual display booths and helped with airfreight of samples and assistance towards air travel.

• 5 other exporters had their products gherkins, pickles, cashew, dehydrated fruit and confectionery displayed within the EDB booth area and helped with samples shipment, display and promotion.

Exporters who participated at SIAL '94 covered the following product sectors: fresh produce • spices • herbal products • fine foods • essential oils • oleoresins • desiccated coconut and coconut products and food ingredients.

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The impact of Sri Lanka's stand at SIAL '94 scored very highly versus the majority of other developing country stands as a result of -

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• A strong "on stand" promotion offering exist-

ing/potential buyers the opportunity to win daily a number of collector's "devil masks" (which in turn had been promoted on pre-trade fair catalogue advertising).

Sri Lanka's new export development initiatives in the high value "hill country" export vegetables sector secured very wide coverage in the October SIAL '94 edition of *Eurofruit* magazine. This publication is the leading European fresh produce journal covering the import / wholesale / retail distribution trade in 15 European Community and Nordic markets.

BEST AVAILABLE COPY

# Sri Lanka targets Europe for vegetable exports

Diversification and expansion of hill country agriculture

**A**N INITIATIVE to diversify agriculture in Sri Lanka's central highland region is seeking customers in European markets for its range of high value vegetables.

At present tea is the main crop in this area of the Indian Ocean island and some planters have been encouraged by the AgEnt Project to put their growing skills and experience in post-harvest handling to use in producing fine beans, mangetout, snow peas and round beans.

The AgEnt initiative in Sri Lanka, which is funded by the United States Agency for International Development (USAID), started in early 1993 to help the private agro-enterprise sector expand by developing and marketing new export crops. AgEnt saw huge potential for temperate vegetable cultivation in the favourable soil and climate conditions of the Nuwara Eliya area and implemented small scale trials at the end of 1993.

The second phase of the project is to identify importers and retailers in France, the UK, the Netherlands,

Germany, Switzerland, Denmark and Nordic markets who could be seriously interested in high quality export vegetables from Sri Lanka. After interested importers are found, the project then aims to identify the individual quality standards, packaging requirements and import timing of each potential customer.

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Mr Brandon has provided the Sri Lankan growers with all the necessary information for standards in



Tea pickers re-direct their skills to mangetout

growing and packing which conform with all EU legislation and supermarket specifications. The growers will use this information to establish packhouse and cooling facilities. Project advisors Anthony Dalgleish and Gamini Kumarage will be available on the Sri Lankan stand at the SIAL food fair in Paris this month to discuss the project.

"At the moment we are assessing the market and I am reasonably positive about the project so far," said Mr Brandon. "If the level of interest we have had keeps up, I think the project can go commercial next year." ■

## Sri Lanka. The new, quality source for fine beans mangetout/snow peas, round beans and much, much more!

**WIN A  
SUPERB DEVIL  
MASK AT SIAL!**

Visit the  
Sri Lankan stand  
(2H/64, Hall 2)  
and enter the  
daily competition  
to possibly win a  
superb collectors  
Devil Mask!



**THEY HAVE  
TO BE  
GOOD!**

Colombo (Sri Lanka)  
5 star hotel chefs  
(pictured left) with  
AgEnt Advisors  
endorsing the quality  
of first trialled high  
value export  
vegetables

The central hill country massif of Sri Lanka has long been renowned for the magnificent quality of the teas grown in this region of the island and exported to the world. Now some of the country's finest tea planters have embarked on a program of intense export crop diversification, where their long standing growing skills / post harvest handling experience combined with the hill country's most favourable soil / climatic conditions are proving just right to give a whole range of top quality / competitively priced export vegetables

To find out more about how this unique USAID funded AgEnt (agro-enterprise development) private sector project can help you increase sales of these product lines, please contact AgEnt's Anthony Dalgleish (International Marketing / Agro-Processing Advisor) or Gamini Kumarage (AgriBusiness Advisor) on the Sri Lankan stand at SIAL. AgEnt's Colombo (Sri Lanka)

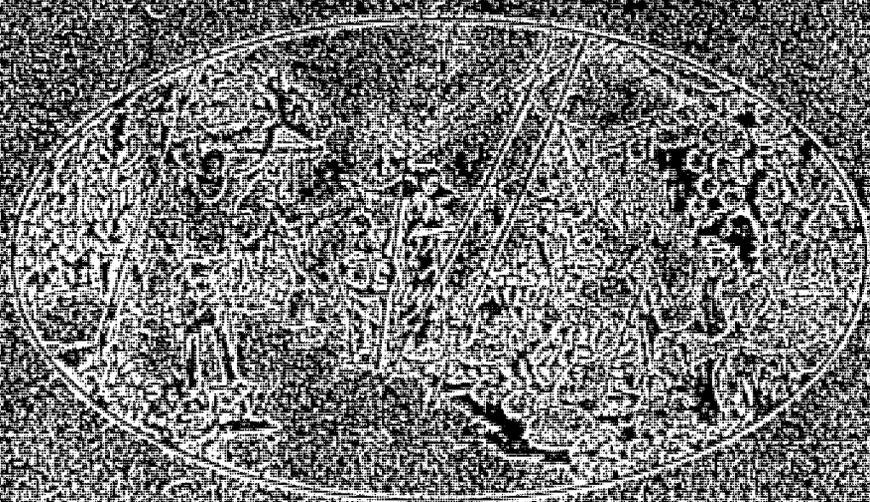
**contact fax number: +94 1 446428**



**HELPING SRI LANKA  
TO GROW!**

*A Journey Through The*

**GREAT  
INDIAN  
BAZAAR**



# Guideposts

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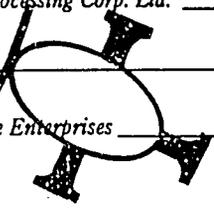
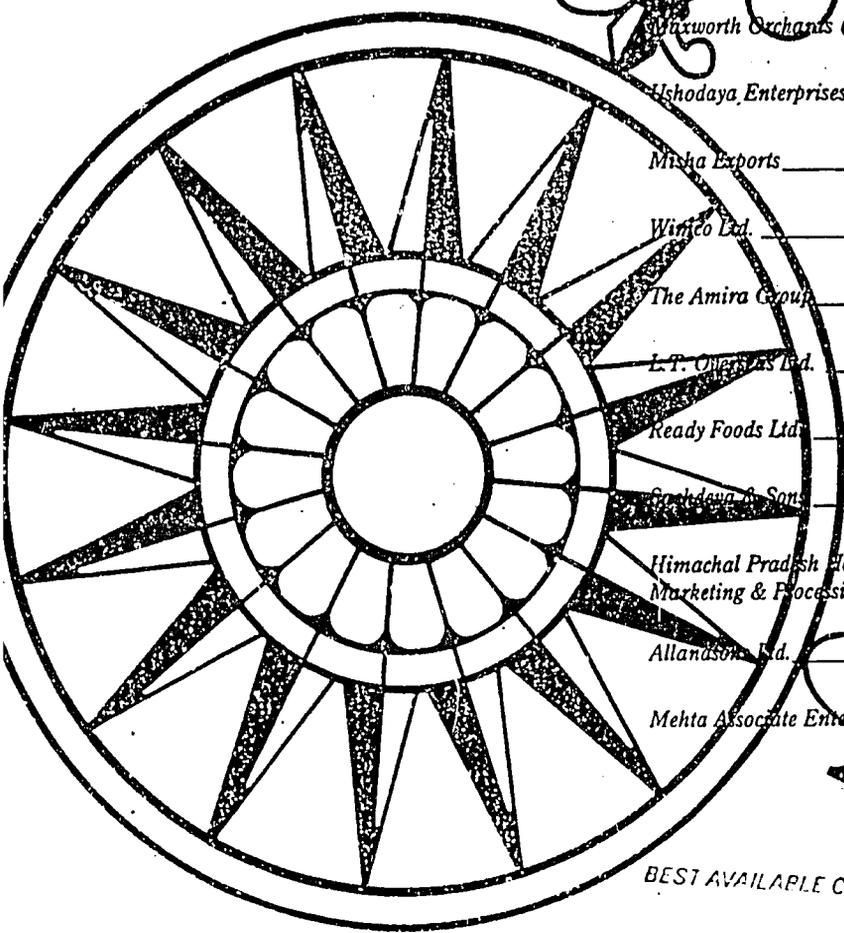
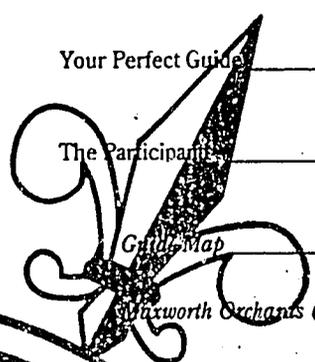
Ready Foods Ltd \_\_\_\_\_ 10

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BEST AVAILABLE COPY



1984 miles long. 1860 miles wide. And filled with opportunities at every corner...

Come, let's show you around the Great Indian Bazaar. A bustling, thriving marketplace. Replete with the choicest fare from across the length and breadth of India.

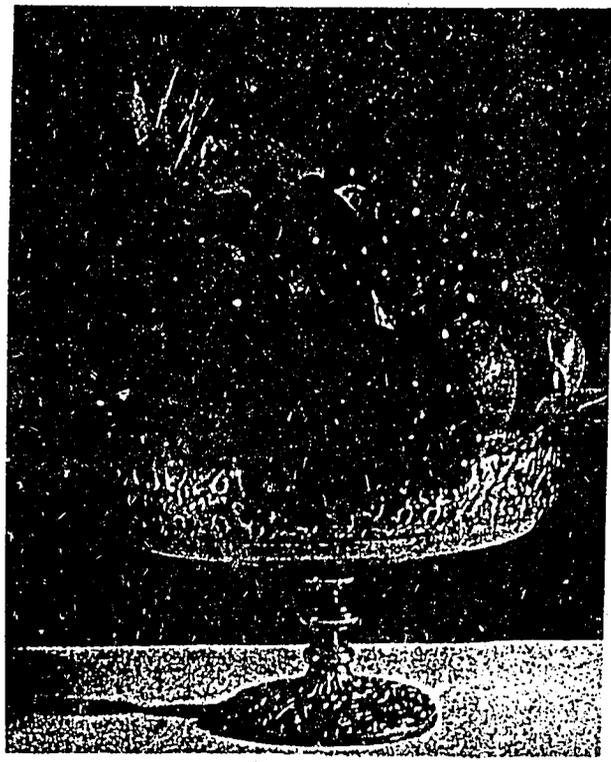
India's rich geography creates the ideal conditions for every kind of crop. Which is then grown to perfection by the skills of half a billion people who work the land.

What this means to you is that we can provide you with whatever you need, whenever you want it.

Processed fruits and vegetables. The world's finest long grained rice. The rarest of teas. The choicest mushrooms. Savoury, ready-to-eat snacks.

The pick of cashew nuts. Exotic pickles, papads (curry biscuits), spices and masala pastes. Tasteful chikoo (sapota) and banana chips...You name it, we've got it.

Whether raw or processed, our agro-produce carries a mark of pride, reliability and quality: the "Produce of India". It's a mark that guarantees the highest international quality standards. It signifies an uncompromising attitude to hygiene and quality of produce. "Produce of India" marks the best Indian agro products- the treasures of our great Bazaar.



If that whets your business appetite, read on. And discover the easiest way to access the vast potential of the Great Indian Bazaar.



*Your  
Perfect Guide.*

That's us. APEDA. The Agricultural and Processed Food Products Export Development Authority of India. We're an autonomous body, affiliated to the Ministry of Commerce, Govt. of India.

And we are dedicated to build and strengthen links between the world food market and Indian exporters. As an importer, you'll find our service of great help when you explore the Great Indian Bazaar.

For a start, we can put you in touch with just the right people. Our vast database includes over 1000 manufacturers and exporters of agro and processed food products.

In addition, we organise regular buyer-seller meets. Further, we ensure you get the quality you're looking for. In terms of product, packaging

and service. Through infrastructure inputs, assistance in terms of technology and training.

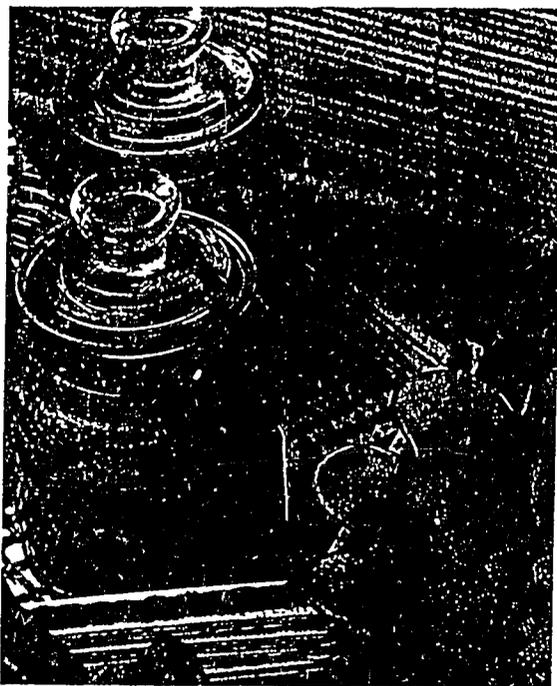
What's more, we can even assist you to set up joint ventures or collaborations, brief you on

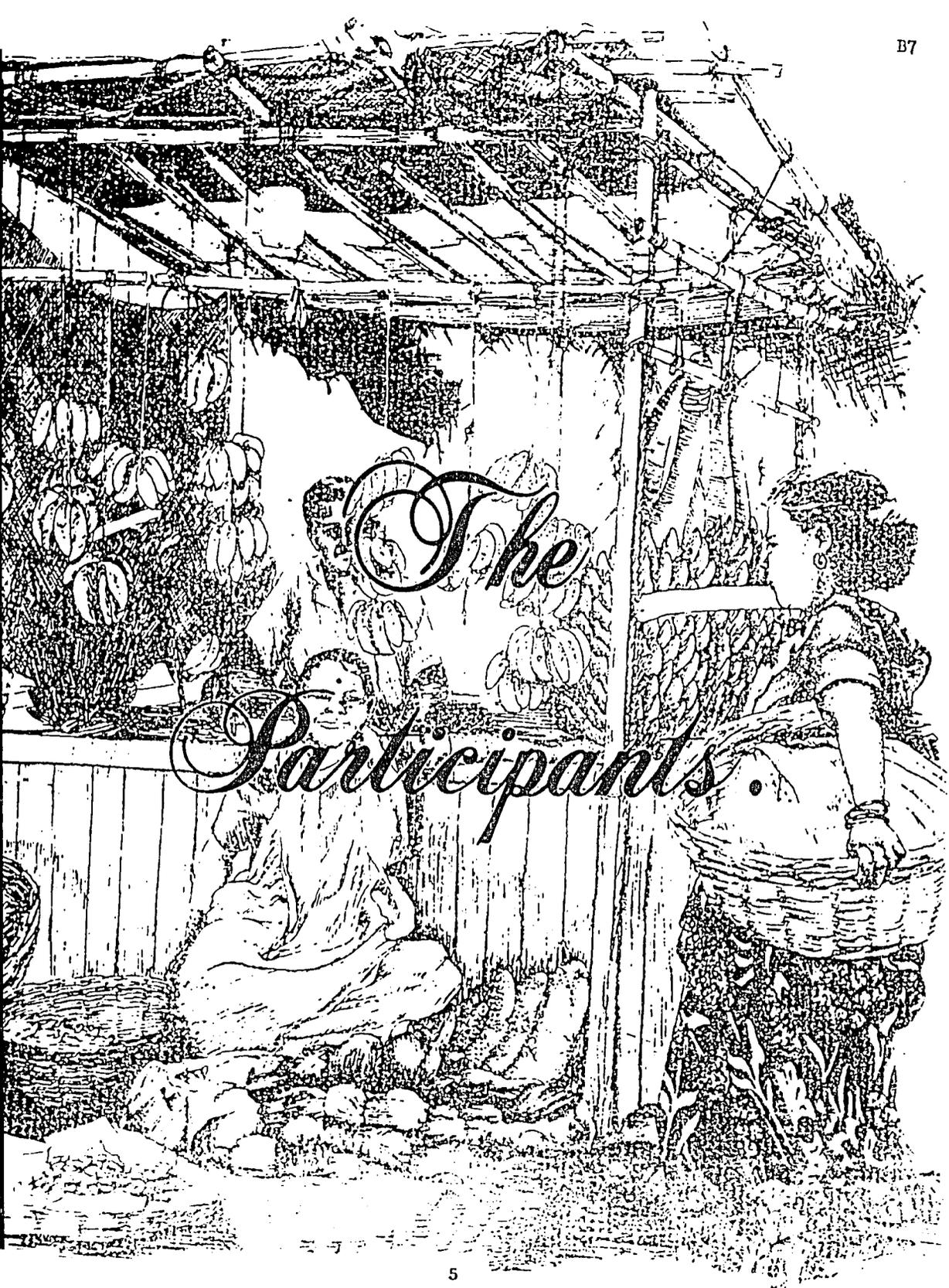
government policies and procedures, and guide you through all necessary paperwork (in association with Ministry of Food Processing Industries, Govt. of India).

Our efforts in these areas have already helped importers across the globe. Who have come to rely on us for quick,

responsive service.

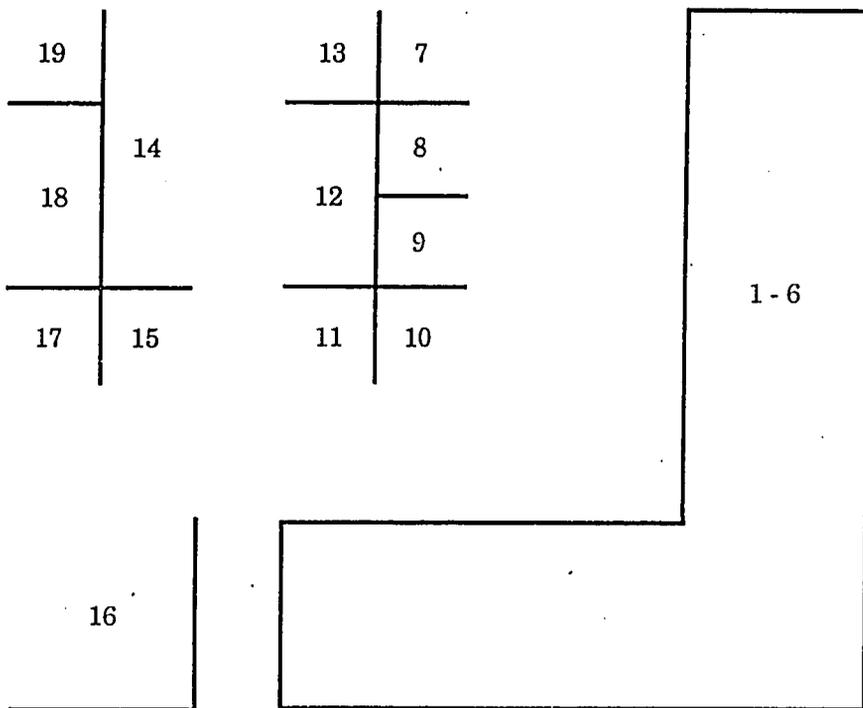
Now you too can benefit from our comprehensive knowledge of products and the world food markets. Just call or write us. And we'll help you find your way easily, and profitably, in the Great Indian Bazaar.





# The Participants

## GUIDE MAP



- |  |  |
|--|--|
| <p>1-7 India Trade Promotion Organisation</p> <p>8. Maxworth Orchards (India) Ltd.</p> <p>9. Ushodaya Enterprises Ltd.</p> <p>10. Misha Exports</p> <p>11. Wimco Ltd.</p> <p>12. The Amira Group</p> <p>13. L.T. Overseas Ltd.</p> | <p>14. Ready Foods Ltd.</p> <p>15. Agricultural and Processed Food Products Export Development Authority</p> <p>16. Sachdeva &amp; Sons</p> <p>17. Himachal Pradesh Horticultural Produce, Marketing &amp; Processing Corp. Ltd.</p> <p>18. Allanasons Ltd.</p> <p>19. Mehta Associate Enterprises</p> |
|--|--|

1  
25

BOOTH NO. 8

**MAXWORTH ORCHARDS (I) LTD.**

PRODUCTS : FRESH FRUITS : THOMPSON SEEDLESS GRAPES,  
 INDIAN MANGOES, PROCESSED GHERKINS FRESH VEGETABLES : CARROTS,  
 CABBAGE, BEETROOT, CAULIFLOWERS, TOMATOES.



*Maxworth Orchards, with the technical expertise of Agrecolec of Israel, is engaged in the scientific cultivation of fallow land. It uses advanced technology like drip irrigation, and high-quality, high-yield strains to produce luscious fruits and vegetables for the global markets.*

498, Anna Salai, Karumuttu Centre, Madras-600 035, INDIA Tel. : 91-44-455906, 454727, 458410  
 Fax : 91-44-4348254 Executive Head : Mr. Asoka Iyer

BOOTH NO. 9


**USHODAYA  
 ENTERPRISES LIMITED**

PRODUCTS: PICKLES, SWEET MANGO CHUTNEY,  
 CULINARY PASTES, MASALA PASTES, SPICE POWDERS,  
 FRUIT BARS, MANGO PULP, MANGO SLICES IN JUICE,  
 SYRUP, AND BRINE, FRUIT BITS (PAPAYA) AND RICE.

*Part of the US\$ 95 Million Eenadu Margadarsi group, Ushodaya Enterprises Ltd. manufactures a vast array of food products for the global market. The processed food basket includes pickles (24 varieties), culinary pastes (4 varieties), masala pastes (3 varieties), spice powders and fruit bars (4 varieties) and sweet mango chutney. Besides, the company manufactures various fruit pulps, jams and juice against specific requirements of clients. The products have carved a niche for themselves in the Middle-East, USA and Singapore.*

Eenadu Complex, Somajiguda, Hyderabad-500 482 A.P., INDIA Tel. : 91-40-228717, 228727 Fax : 91-40-223638  
 Telex : 425 6804 PRIA IN. Executive Head : Mr. M. Narnsimhulu





**MISHA**  
EXPORTS

BOOTH NO. 10

## MISHA EXPORTS

PRODUCTS : RICE AND OTHER FOOD PRODUCTS



*Misha Exports is a Govt. of India recognised export house, engaged in the manufacture and export of a diverse range of Basmati and non-Basmati rice. Professionally managed, the organisation has grown rapidly and today, has a turnover of US\$ 5 million.*

318, Ansal Chambers-II, 6, Bhikaji Cama Place, New Delhi-110066, INDIA. Tel. : 91-11-6882252  
Fax : 91-11-6888249 Tlx. : 0183-227871 Executive Head : Mr. Sandeep Singh.



BOOTH NO. 11

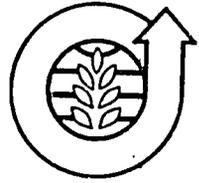
## WIMCO LIMITED

PRODUCTS : FRUIT JUICES, PULPS,  
CONCENTRATES, JAMS, KETCHUPS.



*Wimco Limited is the world's largest producer of mango products. Besides mango, the company's wide array of food products includes banana, papaya, guava, tomato and tamarind. The company also produces jams and ketchups in consumer packs.*

Indian Mercantile Chambers, Ramjibhal Kamani Marg, Ballard Estate, Bombay 400 038, INDIA  
Tel. : 91-22-2612583/8 Fax : 91-22-2613407 Executive Head : Mr. Arvind Sinha



BOOTH NO. 12  
**THE AMIRA GROUP**  
 PRODUCTS : RICE, PULSES



*The Amira Group has put world-class technology to work, to bring India's finest rice and pulses to the world. The organisation also trades internationally in commodities like chick peas, kidney beans and other grains.*

4067, Naya Bazaar, Delhi-110006, INDIA Tel. : 91-11-4697157, 4610274, 2911252, 2930960  
 Fax : 91-11-4697539, 2930960, 2916676 Telex : 3178257 UNME IN Executive Head : Mr. Anil Chanana



BOOTH NO. 13  
**L.T. OVERSEAS LTD.**  
 PRODUCT : RICE



*The company has created a significant presence with its "Daawat" Basmati rice. It has two highly modernised mills at Amritsar in Punjab, and Sonapat in Haryana, where premium grade rice is gradually graded, mechanically sorted and attractively packaged. The product has made its way to the advanced markets of the Middle East, Europe, New Zealand and proudly in the USA.*

107, Indra Prakash, Barakhamba Road, Connaught Place, New Delhi-110 001, INDIA  
 Tel.: 91-11-3327618, 3718252 Fax : 91-11-3314440 Executive Head : Mr. Vijay Kumar Arora



**READY  
FOODS**  
LIMITED

BOOTH NO. 14

## READY FOODS LIMITED

PRODUCTS : FROZEN VEGETABLES & DELICACIES

*India's largest frozen foods company, Ready Foods Limited has an installed capacity of processing 30,000 tonnes of food products per annum. This includes 24,000 tonnes of fruits and vegetables, and 6,000 tonnes of ready-to-eat, microwave-able delicacies. The company's plant was erected by M/s Rhienhold & Mahla of Germany and conforms to the stringent quality standards of the EC. The company's infrastructure includes a chilled store, to contain 2000 tons of raw material, and a cold store to contain 3,000 tons of finished goods.*

1332, Double Road, Indiranagar, II Stage, Bangalore-560038, INDIA. Tel. : 91-80-5593605  
Fax : 91-80-5584255 Telex : 8452013 Executive Head : Mr. T.V. Raja Reddy.

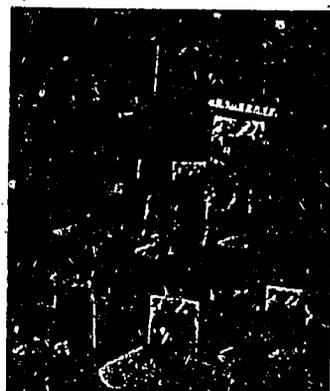


BOOTH NO. 16

## SACHDEVA & SONS

PRODUCTS : RICE BASMATI, RICE NON-BASMATI

*Sachdeva & Sons have been in the business of rice milling for over 250 years. The present organisation was set up in 1968, and started exports in 1980. The company's rice milling unit, one of the biggest of its kind in the country, has a capacity of 421MT per day. The company has won numerous national export awards.*



H.Q. : 17, Cantonment, Amritsar-143001, INDIA Tel : 91-183-226099, 226199, 226299, 226399 Fax : 91-183-226499, 227399  
Tlx. : 0384-293 PARI IN. B.O. : 4115, Naya Bazaar, Delhi-110006, INDIA Tel. : 91-11-251943R 2524113  
Fax : 91-11-2525099, 2935090 Executive Head : Mr. Ashok Kumar Sachdeva

BOOTH NO. 17

# HIMACHAL PRADESH HORTICULTURAL PRODUCE, MARKETING & PROCESSING CORPORATION LIMITED

PRODUCTS : APPLE JUICE CONCENTRATE, PRESERVES OF APPLE,  
PLUM, PEACHES, PEARS AND FRESH FRUIT & VEGETABLES



hpmc

Popularly known as hpmc, the Corporation has provided vital manufacturing, marketing and infrastructure inputs to small farmers in Himachal Pradesh. Two fruit processing plants (capacity 25000 MT per annum), various cold storage units and fresh, naturally grown produce go towards making hpmc products truly of international quality.

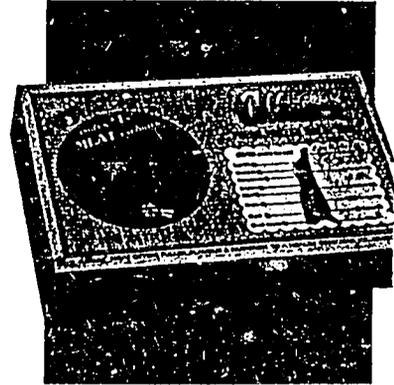
Nigam Vihar, Shimla-2, Himachal Pradesh, INDIA. Tel. : 91-177-5183, 6463, 72642-44  
Fax : 91-177-203044 Telex : 0391-224-HPMC IN Executive Head : Mr. K.K. Gupta

BOOTH NO. 18

## ALLANASONS LIMITED

PRODUCTS : FROZEN MANGO AND OTHER  
TROPICAL FRUIT PULPS, FROZEN SEA FOODS,  
FROZEN MEAT, CANNED MEAT, COFFEE, TEA,  
RICE, EDIBLE NUTS, SPICES, CEREALS.

allana



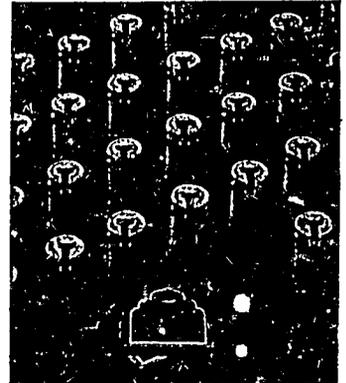
The House of Allanas has been engaged in trading of agricultural commodities since 1865. It was the pioneer and remains the largest exporter of frozen meat, canned meat, frozen marine products and frozen fruit pulp from the country. The first private export house to achieve a turnover of US\$ 334 million, the company was awarded the distinction of being a Star Trading House by the Govt. of India.

Allana House, 4, Allana Road, Colaba, Bombay-400 001, INDIA Tel. : 91-22-2856474, 2874455  
Fax : 91-22-2044821, 2047002 Tlx. : 1186342, 1183317 ALNA IN Executive Head : Mr. Irfan Allana

BOOTH NO. 19

## MEHTA ASSOCIATE ENTERPRISES

PRODUCTS : PICKLES, CHUTNEYS & PAPPADAMS



Mehta's unique range of delicious pickles, chutneys and pappadams are made from the finest fruits and vegetables from the company's own orchards. They are then blended with hand picked, exotic herbs and spices to create a truly world class product. Mehta's pickles and chutneys can accompany both vegetarian and non-vegetarian dishes.

20, McNichols Road, Chetput, Madras-600 031, INDIA Tel. : 91-44-8262169, 8264585  
Fax : 91-44-8264016 Executive Heads : Mr. Dillip Mehta, Mrs. Chick Mehta.



एपीए  
APEDA

भारतीय फल एवं सब्जी  
आयुर्विज्ञान विभाग  
भारत सरकार, नई दिल्ली  
एपीएएनआई  
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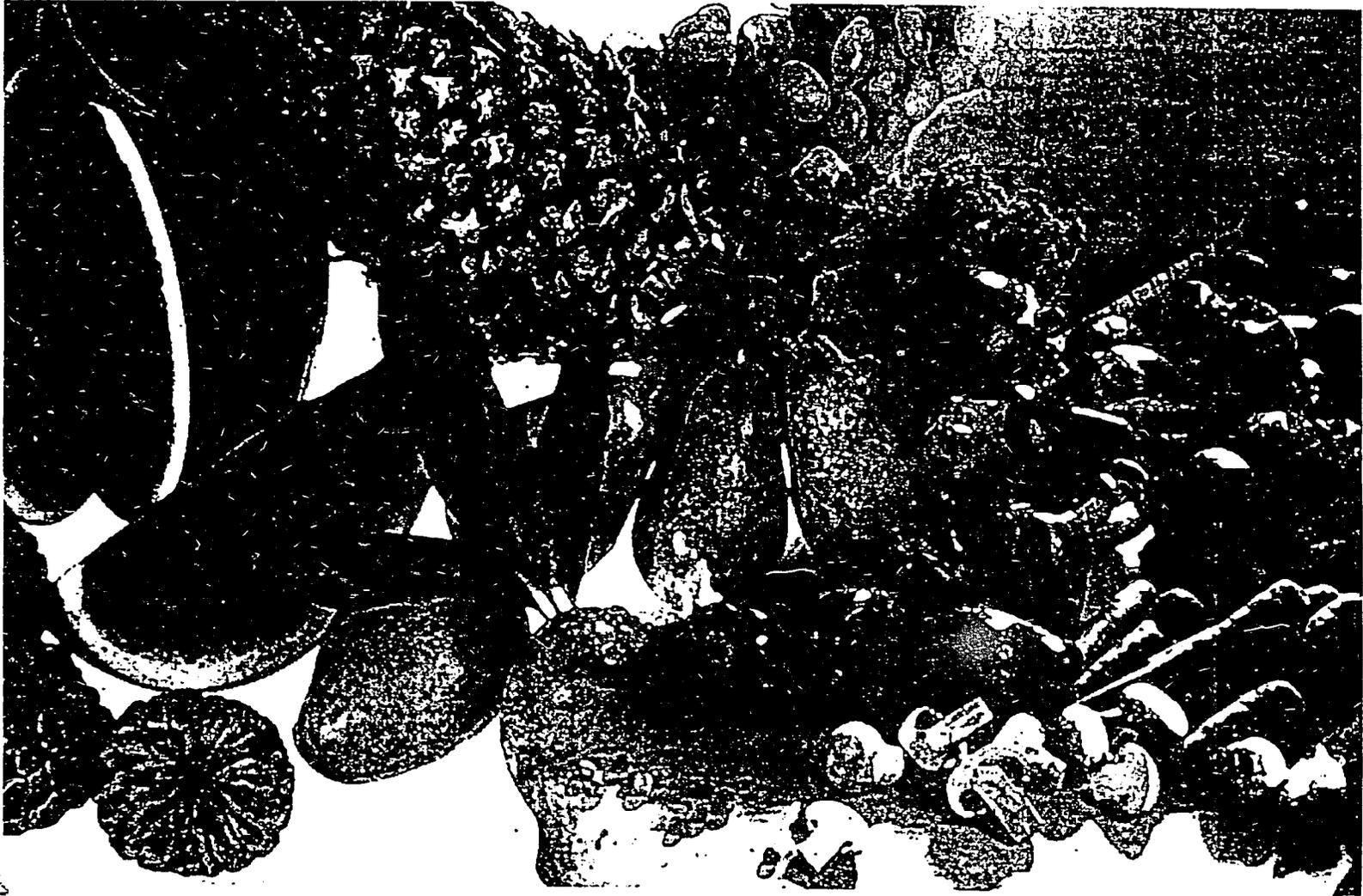
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भारत सरकार  
एपीएएनआई

QUALITY PRODUCT OF INDIA  
APEDA



## The Elements

**W**IND, water, earth and sun. And half a billion people who work the land.

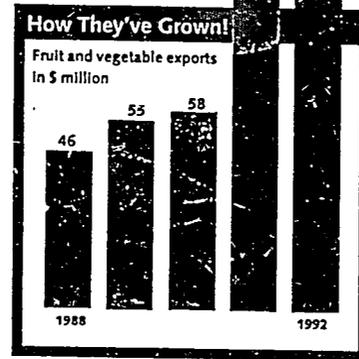
Let us take you on a passage to the sub-continent that grows everything—India. Discover on what magnificent scale the productive power of nature can operate.

Evergreen woods. Tropical Jungles. Scrubland deserts. Snowy, towering peaks. Thick deciduous forests. Vast river plains—every clime and so every crop has its place in India. Gently sunned, well-drained regions for vineyards to the great Ganges plains suited for grains.

In every area of agro-produce—fruits vegetables, grains, meat, packaged agro-products—even flowers—India is blessed with abundance and diversity. A partnership between nature and man, Indian traditional farming practices have always placed less dependence on chemical methods, and more on natural, environment-friendly

methods. Today a growing organic farming movement is absorbing new technology as India takes its place in global markets as a major source of food products.

You'll find opportunity at every corner of India, whatever your area of interest.



As a large volume producer with tremendous diversity, we now have a pronounced emphasis on exporting our produce, capitalising on our huge domestic base.

## An Abundance of Fruit

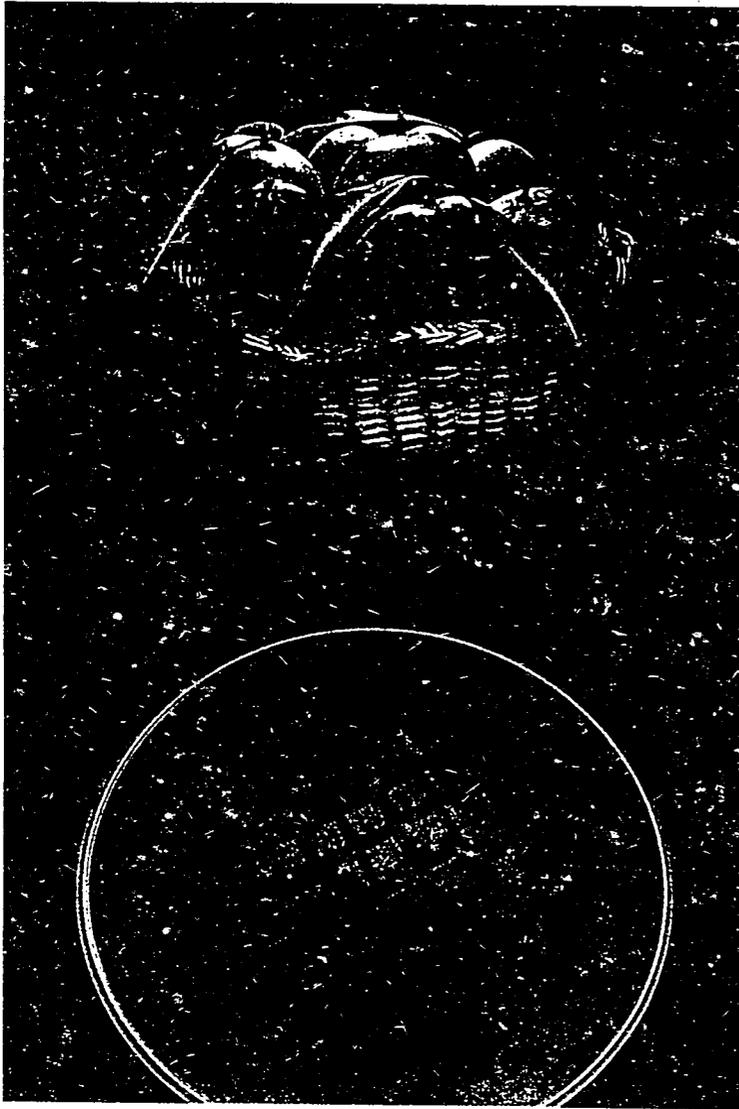
**T**HE SECOND largest fruit grower (after Brazil), India's fruit export is a success story that has begun to be written, with exports swiftly rising every year. They've been growing 37% annually and touched \$ 27 million in 1993 .



*Mangifera Indica*, Mango from India We were the first, and we're still the best and the biggest—two-thirds of world production. Lavishly praised by Sultans and philosophers alike as the King of fruits, the Mango has been a 4000 year old passion in India. In our mango groves you will find more than

a thousand varieties of this delicious fruit, with different colours, textures, tastes, sizes and shapes. (Every mango variety has its genetic parent in India).

India's best-known mango, the Alphonso (bred by the Portuguese in the 16th century) is a firm favourite. But a dozen other varieties have powerful export potential, being universally known to connoisseurs for their firm, smooth, fibre-free flesh and unrivalled flavour and aroma. Kesar, Chausa, Langda, Dasehri, Totapuri, Banganpalli—these names represent the finest in the world.



### India, a Grape Country

Sunny southern and western India abound with flourishing vineyards that compare with the best in the world. India's Thompson seedless and Sonaka Long varieties already enjoy a world presence. Some of these go into India's sparkling and champagne-type wines, which have drawn favourable attention from French and English markets. Improved cold chain implementation and refrigerated transport means that India now routinely executes bulk shipments.

Other international favourites include lichees (known for their flesh content and small stones), apples from Himalayan orchards (the heights we go to for that flavour!), the popular Indian pomegranate and the sapodilla. Juice-soaked water melons from great river plains, ripened by a scorching summer sun. There are also custard apples, strawberries, guava . . .



34

# The World's Kitchen Garden

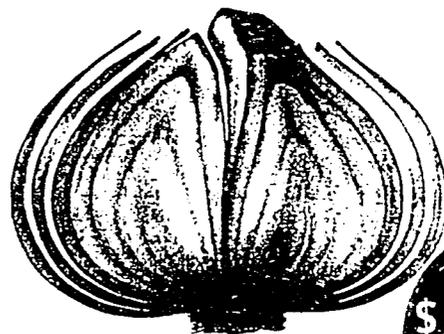
**S**ECOND ONLY to China for sheer volume of vegetable production, India offers for export an astonishingly wide choice of vegetables, many with tremendous export potential to foreign markets.

Producing 12% of the world's onions (a massive 3.5 million tonnes) and 6% of the world's potatoes (15.5

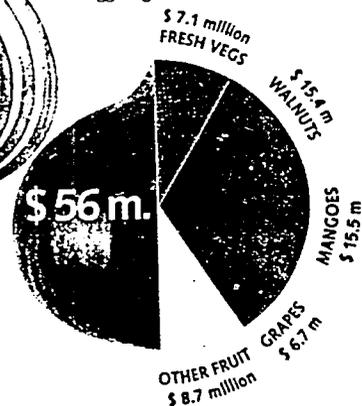
million tonnes) India is rapidly transforming itself into a vegetable exporting giant. Tomato production is swelling fast (we now export aseptically packed tomato paste to Japan and the USA).

Other major exported items include okra, bitter gourd and western favourites like asparagus, broccoli and celery. India exports a range of

Vegetables: at 13% of world production, the second largest grower



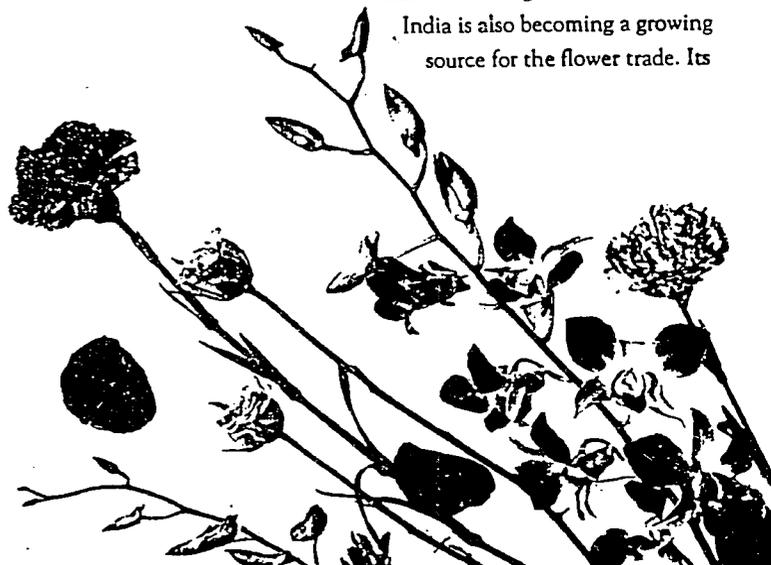
Onions dominate our fruit and vegetable exports, as the figure below shows. We're the world's second biggest grower as well



mushrooms, from the cultivated White Button and Oyster types, to the high-value, wild-growing Himalayan Morels that end up on gourmet tables in France. Talk about climatic variety!

## Late Flowering

India is also becoming a growing source for the flower trade. Its



## Diversity

long floral tradition, seen from its giant domestic market (flowers are part of everyday religious ritual) ensures a high place for flowers in the popular mind. Roses of many popular varieties, chrysanthemum, gladioli, anthurium, carnations and dry flowers are the mainstay of this business. Rare orchids, natural to India, are beginning to fly overseas along with potted

plants and tropical ornamentals. New floriculture projects are being set up with foreign collaboration

### Grown to Order

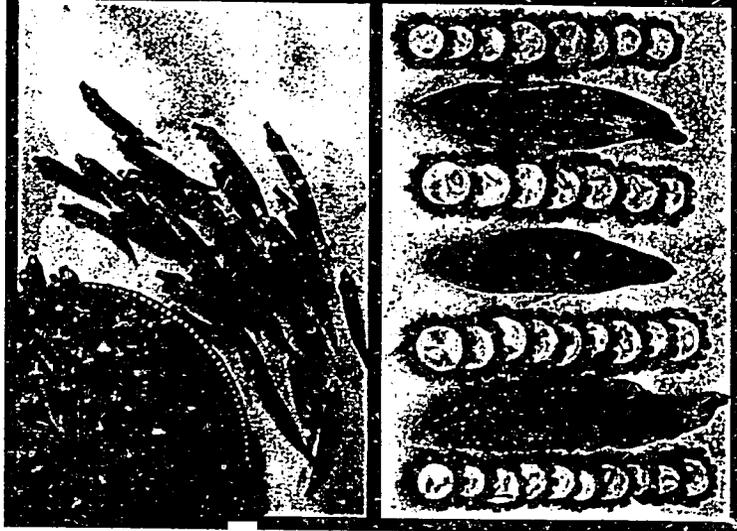
Our agro-climatic diversity means that we can grow, on order, virtually any vegetable to your specs and quantity needs. We sell gherkins to Switzerland and mushrooms to the USA. Try us!

**W**ITH THE DOUBLING OF its exports of processed fruits and vegetables in just two years, and a similar sharp rise in the exports of meat and poultry products, India is on its way to becoming a major long-term player for the world's food trade, through the sheer diversity of its produce.

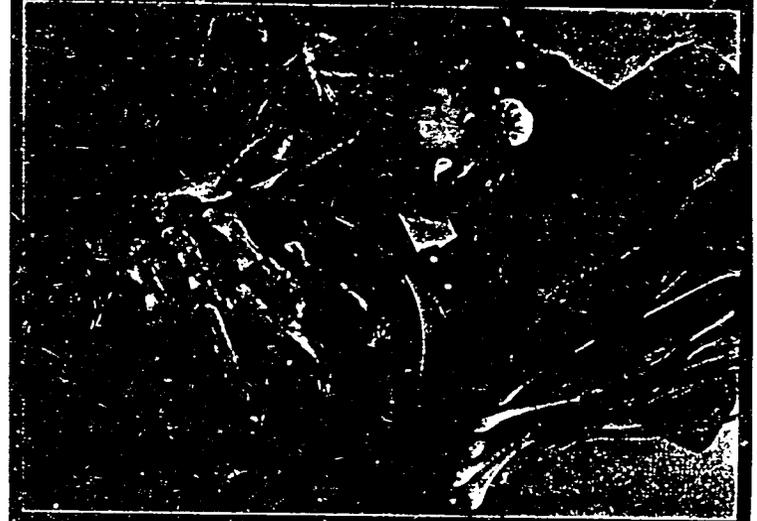
### Meat

India enjoys the world's second largest cattle population. An immense resource—but now, with integrated and advanced slaughterhouses, equipped with disease-free zones, we are ready to make a dramatic impact on the world meat scene.

Okra and Bitter Gourd: growing promise



Meat and Poultry Products: Exports worth \$ 95 million



### Cereals: Ingrained Quality

India is a prime supplier of the world's finest long-grained rice, with fragrant Basmati as the leading variety. Our rice gets the highest prices in the world—and we salute the wisdom of the marketplace!

As with some of our products, excellence is traditional and the agro-climatic setting perfect. But we're now using technology in the form of automatic milling and separating

machines, which grade individual grains for colour, shape and size.

We also now export processed cereal such as muesli and other breakfast foods. Good morning world!

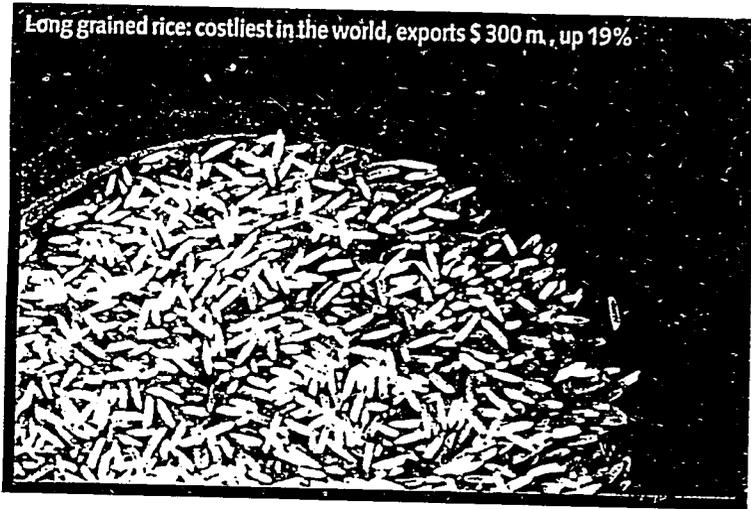
### Rum from the East Indies!

India's alcohol exports are also on the rise. Indian dark rum, made from cane alcohol, is of superior quality and boasts unique flavour and smoothness. (Only West Indian Rum is also

Alcohol: exports worth \$12.8 m • Walnuts: \$11.8 m exported



Long grained rice: costliest in the world, exports \$ 300 m., up 19%



made this way). There's also a thriving neutral alcohol industry. We also export whisky, vodka and gin.

#### A Taste for India

Indian pickles, papads (poppadums), chutneys, savouries and other ready to eat foods cater to well defined markets, with traditional tastes and critical palates. A strong fruit base means that you will soon hear more about our jams, juices and jellies. Candy, confectionery,

cocoa products fill in the sweet end of the spectrum.

#### From Source to Supermarket

Fresh fruit and vegetables, ready-to-eat products, tropical fruit juices and pulp, packaged mushrooms and hygienically packed meat and poultry and a host of other products from India have started filling supermarket shelves. There's hardly an area of the industry we aren't in.

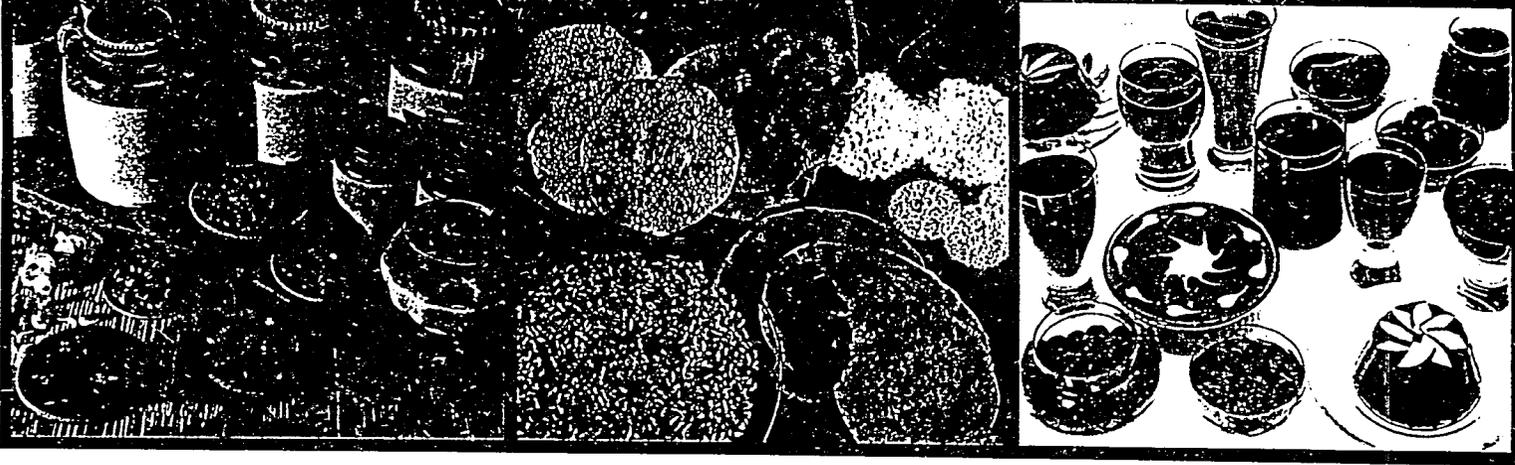
The food processing and packaging revolution has arrived in India. It's been made possible by massive investments in infrastructure. Efficient grading and sorting, precooling, cold storage, refrigerated transportation, and quality packaging are now widespread. With increasing emphasis on international standards, many producers are in the process of quality certification. Little wonder then, that Indian products have been winning



covered awards and certificates in quality conscious Europe.

It all comes back to the assistance of nature. Or is it the assistance of man?

**Processed foods (includes fruit and vegetable products, ready-to-eat and traditional foods, and more): exports worth \$ 530 m**



# APEDA, Your Guide to the Great Indian Bazaar

**H**AVING GIVEN you a glimpse of the abundance and diversity of our produce, it's time

to tell you the easiest way to access it.

Contact us. We're APEDA, the Agricultural and Processed Food Products Export Development Authority. An autonomous organisation attached to the Ministry of Commerce of the Government of India, we're dedicated to building links between Indian producers and global markets. More than 5,000 exporters are already registered with us.

At APEDA, we will help you with all the information you'll need to source your products. Brief you on Government policy and procedures and expedite your work. Provide you referral services and suggest suitable partners for joint ventures, arrange

buyer-seller meets. We are a regular presence at international trade fairs, where we exhibit the very best of the Produce of India.

There's another side to APEDA: we help producers with result oriented schemes from infrastructure upgradation, or improving technology inputs to better packaging for longer shelf life, and uncompromising hygiene. Our

Produce of India logo is a mark of pride and reliability.

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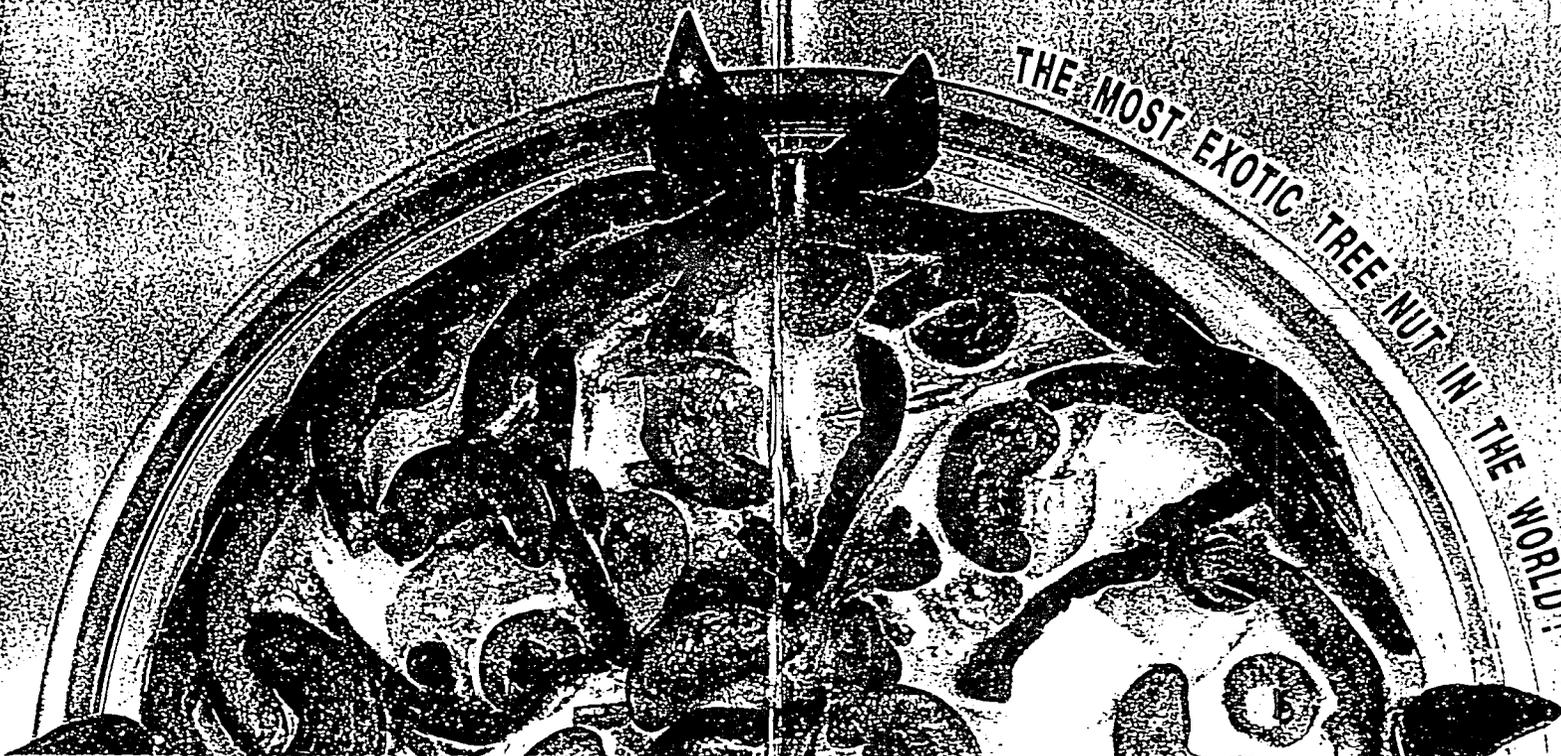
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VINEYARD  
**CASHEW**  
NUTS

THE MOST EXOTIC TREE NUT IN THE WORLD!



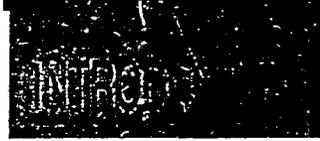


**W**here there's a ball, there's Indian Cashewnut, all over the world. Even teaparties are home for a bowlful of this crunchy cracker. It's an all time, all place snack, Indian Cashewnut. The tingling taste with a tinge of sweet mingled with salty crispness make Indian Cashewnuts the favourite muncher for cocktail sessions. And what's more, it's a downer! No wonder people prefer Indian Cashewnuts even when there are a lot of other nuts hanging around.

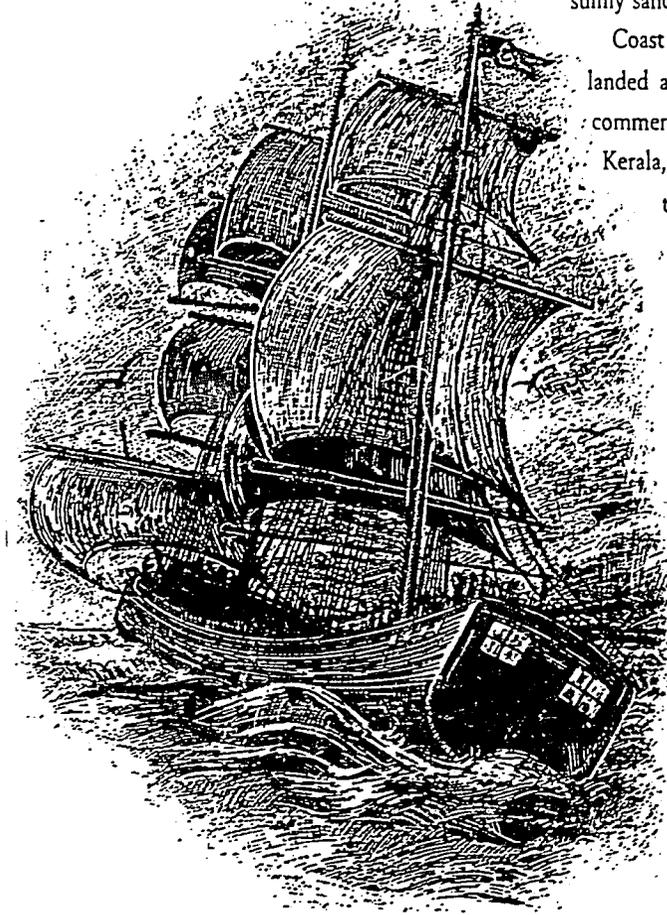
*It's the richest nut in the world. And it's a craze everywhere. So set the tables ready for the most exotic treenut in the world!*

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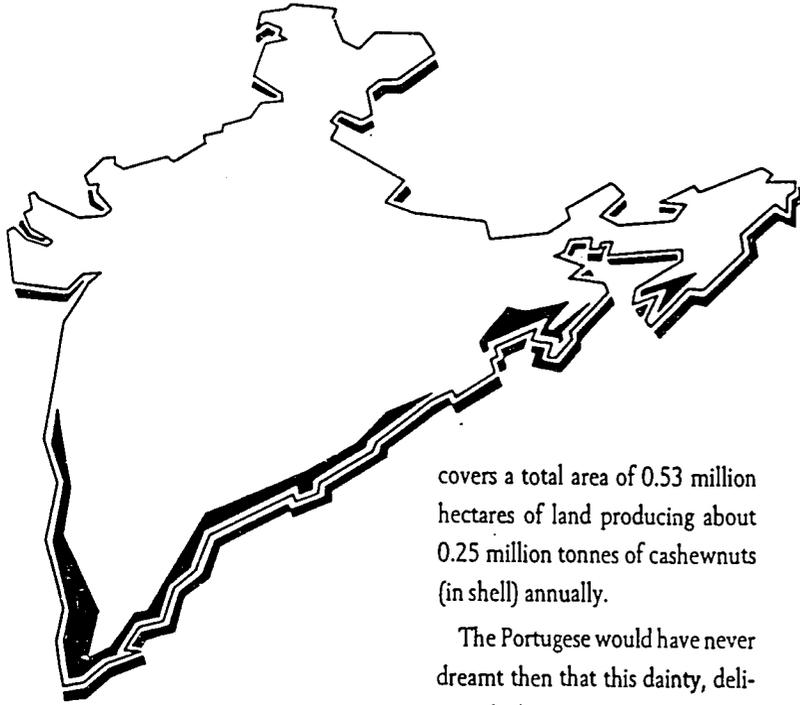


**F**our centuries ago the Portugese came sailing to the sunny sands of the West Coast of India and landed at Cochin, the commercial centre of Kerala, bringing with them a culture and cashew.



That's how it all began. Cashew came, cashew conquered and cashew took roots in the hearts of the people of coastal Kerala. Later it spread as a popular wasteland

crop to other parts of the South Western and South Eastern fertile crescents of India and its usufruct the cashewnut became a popular delicacy. Cashew cultivation now



 Cashew Growing Areas

covers a total area of 0.53 million hectares of land producing about 0.25 million tonnes of cashewnuts (in shell) annually.

The Portuguese would have never dreamt then that this dainty, delicate little nut they introduced would be the world's favourite Tree-nut. Now people all around the world say, "INDIA" whenever they see cashewnuts.

**B**razil is considered to be the home of cashew. It is a short, stocky, low-spreading, ever-green tropical tree. It blooms once a year between the months of November and January. The fruit ripens fully within 2 months.

The nuttiest feature of cashew-nut is that it is attached to the lower portion of the cashew apple which looks like a fruit but in reality is the enlarged stem of the cashew tree. The cashewnut can be seen sitting smugly under the soft belly of the cashew apple.

Together, it is one of the fascinating sights of Nature.



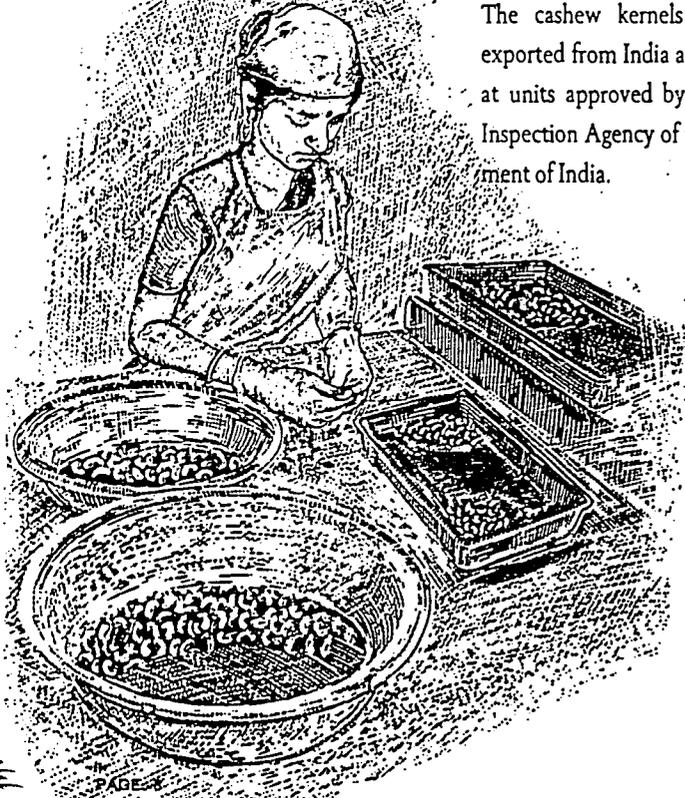
## CASHEW TREE

The cashewnut seed has within itself a whole kernel and this delicate kernel is covered by a testa membrane and a thick outer shell which effectively protects the tasty kernel from the ravages of nature from the time of harvesting to processing.

In its raw form the cashew kernel is soft, white and meaty. When roasted it changes colour and taste. The cashew kernel turns from a creamy white into a golden hue and the mellow pulp becomes crisp. Salted, it appeals to the palate as the most delicious nut.

# CASHENUT PROCESSING

India was the first country to hit the world market with cashew kernels and it was she who pioneered cashew processing as an industry.



The objective of cashew processing is to extract this tasty kernel from the raw nut and as a result of processing it comes to you in different sizes and shades.

The cashew kernels are graded according to the size, colour and other characteristics. 26 Indian grades of cashew kernels are available in the international market. -

The cashew kernels which are exported from India are processed at units approved by the Export Inspection Agency of the Government of India.

Cashew kernels undergo thorough inspection to ensure high quality standards. Every consignment for export is inspected and labelled by the Export Inspection Agency of the Government of India. Any consignment failing to meet the standards is rejected.

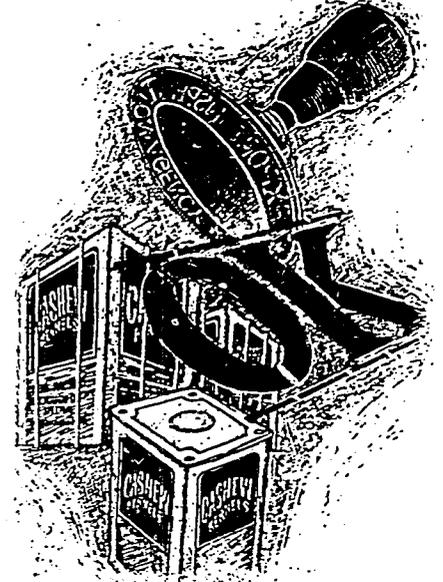
Not only the product, but also the raw materials and processing equipments (down to the cooking utensils) are subject to checks.

The Export Inspection Agency undertakes regular in-house training programmes to educate the factory workers at the grass-root level in good manufacturing practices and personal hygiene. Training programmes for managerial and supervisory personnel for up-dating their knowledge in new and improved processing techniques are also held regularly.

In addition, the technologists employed in cashew processing units are trained in the in-process

## CONTROL

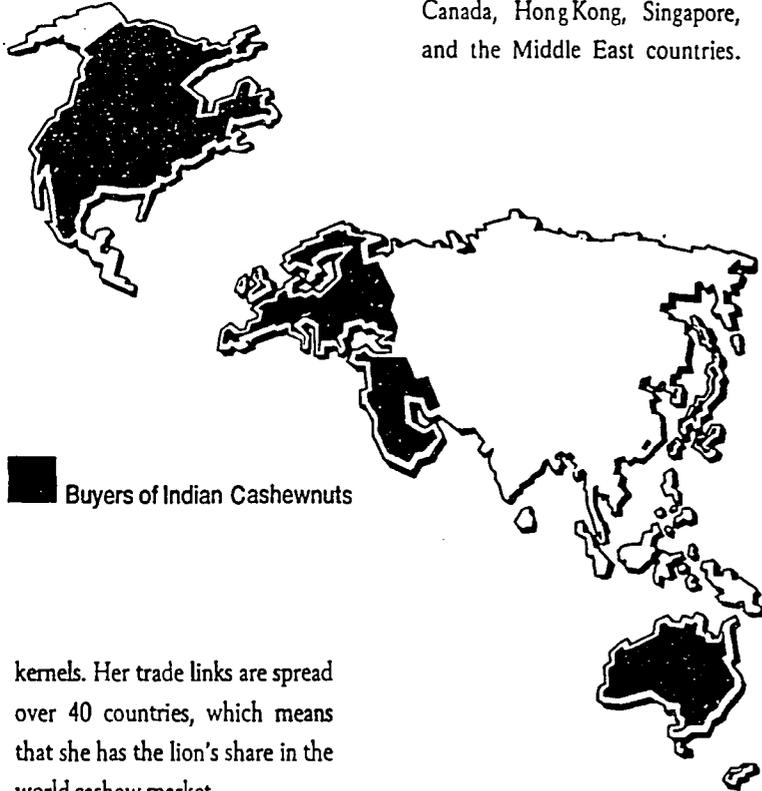
quality control. The Agency also extends technical consultancy



services to the processing units by rendering necessary advices in anti-infestation and dis-infestation measures.

# EXPORTS

India earns over 200 million dollars a year by exporting forty to fifty thousand tonnes of cashew



Buyers of Indian Cashewnuts

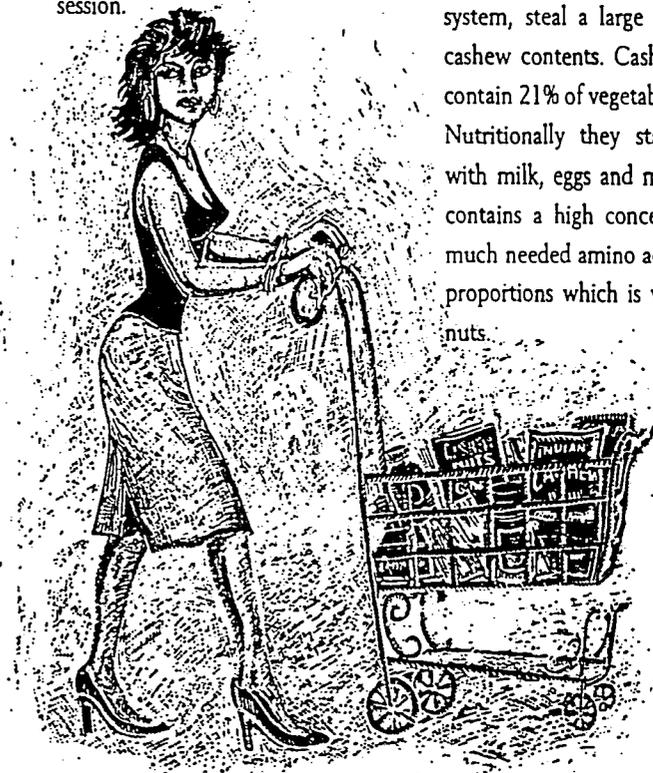
kernels. Her trade links are spread over 40 countries, which means that she has the lion's share in the world cashew market.

Cashewnut is a craze in the United States which is by far the largest buyer of this wonder nut.

The other major buyers are the EEC countries, Japan, Australia, Canada, Hong Kong, Singapore, and the Middle East countries.

Nuts ruled the eating habits of pre-historic people. Along with berries and brook water, nuts followed humanity to civilisation.

Then, after a rather long spell of neglect, nuts again sprouted forth into the healthy, sophisticated scenario of eating habits. Nowadays, these little pieces of nutrients are a part of every munching session.



# CASHEW NUT

Cashewnuts pack proteins, fats and vitamins to a high degree. Proteins, the tissue builders in our system, steal a large dividend of cashew contents. Cashew kernels contain 21% of vegetable proteins. Nutritionally they stand at par with milk, eggs and meat. It also contains a high concentration of much needed amino acids in right proportions which is very rare in nuts.

CHEMICAL COMPOSITION OF  
CASHEW KERNELS

Constituents	Percentage
Proteins	21.0
Fat	47.0
Moisture	5.9
Carbohydrates	22.0
Fibre	1.3
Phosphorus	0.45
Calcium	0.05
Iron	5.0 mg/100 gm.

A cashew kernel contains 47% fat, but 82% of this fat is unsaturated fatty acids. This is important because no dietician will prescribe

a saturated fat packet to anyone due to its high cholesterol content. Unsaturated fat eliminates the possibility of and actually lowers the cholesterol level in blood.

AMINO-ACIDS COMPOSITION OF  
CASHEW KERNEL GLOBULINS

Amino-acids	Percentage
Arginine	10.3
Histidine	1.8
Lysine	3.3
Tyrosine	3.2
Phenylalanine	4.4
Cystine	1.0
Methionine	1.3
Threonine	2.8
Valine	4.5

The most prominent vitamins in cashew are Vitamin A, D and E. These vitamins help assimilate the fats and increase the immunity level.

Cashew kernel is a rich source of minerals like calcium, phosphorus and iron. They protect the human nervous system.

Cashew kernel has a very low content of carbohydrates, almost as low as 1% of soluble sugar which means that you are privileged to a sweet taste without worrying

about excess calories. Cashew keeps your waist trim and mouth busy. Cashewnuts do not add to obesity and help control diabetes. It is a good appetizer, an excellent nerve tonic, a steady stimulant and a body builder. All this in addition to an exotic taste. Tasting is believing - Take a cashewnut break now, before you go on!

PHYSICAL & CHEMICAL  
CHARACTERISTICS OF CASHEW FAT

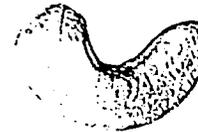
Particulars	Percentage
Saturated acids	18
Unsaturated acids	82
<hr/>	
Oleic acid	59.60
Linoleic acid	19.62
Palmitic acid	11.14
Stearic acid	8.75
Palmitin acid	0.89

Computation of contribution of the nutritive factors by 100 gms of cashew kernels related to the daily requirements of the nutrients of an adult:

Particulars	Requirements for daily diet of a normal adult	Contribution by 100 gm. of cashew kernels
Calories	3000 - 3500	600
Proteins	60 - 75 gm.	21 gm.
Carbohydrates	375 gm.	22 gm.
Fats	68 gm.	47 gm.
Phosphorus	1.44 gm.	0.45 gm.
Calcium	0.68 gm.	0.05 gm.
Iron	0.015 gm.	5 mg.
Vitamin A	4000 I.U.	322 I.U.
Vitamin B <sub>1</sub>	400 I.U.	111 I.U.
Vitamin E		46 mg.

**M**ost of the consumers of cashewnuts are not familiar with their grades. The following passage will enlighten you on the grading of cashews and the uses of various grades of cashews.

**WHITE WHOLES:** White Wholes or Count Wholes are the raw, just-out-of-the-shell nuts. They are white and unbroken. White Wholes are graded as below:



**WHOLES 180:** These are the "kings" of cashewnuts. Available in small quantities, the 180's are derived from the biggest and highly

# GRADING

matured rawnuts. They are quite a mouthful as only about 40 nuts account for 100 gms. by weight.

180's are very large and make impressive gifts. As the availability is restricted, 180's are highly priced, specially at retail points. Hence, they have an aura of exclusivity and are prized by connoisseurs as the best among cashewnuts.



**WHOLES 210:** Wholes 210's are popularly called "Jumbo Cashewnuts". The name is apt when it is considered that as little as 46 nuts make up 100 gms. by weight. It improves in taste and

appearance when roasted and salted. Even when eaten plain it has an excellent taste.



**WHOLES 240:** Wholes 240's contain around 53 nuts/100 gm. It is an attractive grade which is reasonably priced. Roasters who prepare premium packs prefer W 240 grade.



**WHOLES 320:** Wholes 320 is the most popular grade of cashew kernels and is highest in terms of availability, world-wide. It is a

medium grade which is suitable for mass consumption. It can also be sliced and diced and used in various forms of dishes.



**WHOLES 450:** Wholes 450 is the smallest and hence the cheapest of Whole grades.

Those who cannot afford higher priced grades, can well use this grade in various cuisines.



**SCORCHED WHOLES:** 5W are a grade of cashew kernels which have a slight change in colour due to the processing methods.

SW have all the characteristics of white cashew kernels and have the same nutrition levels, but are dull in appearance. However, they are mostly roasted and salted or honey coated or used in cooking and hence their colour doesn't make any difference. They are priced lower than the White Wholes.



**SPLITS AND BUTTS:** Splits are cashew kernels which are slit lengthwise into two halves. The inner half of the split is white in colour and has a smooth surface and therefore offers a very good appearance. Splits and Butts [kernels broken cross-wise.] are available in both versions, white and scorched. They have the same nutritional value as that of the Whole kernels.

The quantity of splits available in 100 gms. is twice the count of Wholes. Eg. 320 size splits will have about 140 nos. for 100 gms. Therefore, they can be substituted for Whole kernels in cooking and especially in decoration of the dishes.



**LARGE WHITE PIECES:** LWP is ideal for cooking. They are a favourite addition to all kinds of sweets and savouries. Roasted LWP's are mostly used for toppings on variety of food items like ice-creams, pizzas, hamburgers, pancakes etc. They are delicious when dry roasted with salt and pepper. LWP's are a quarter of the whole

cashewnut. The nutrient content of LWP's is the same as that of wholes. Broken cashewnuts are priced at lower levels.



**OTHER GRADES:** The other grades of cashew kernels viz., Scorched Wholes Seconds, Dessert Wholes, Scorched Pieces etc., differ in colour and taste though the

nutrition content is the same.

Since they are more reasonably priced they can be used in a variety of applications.

KILOGRAM/COUNT RATIO OF EACH GRADE		
Wholes 180	1 kg.	396 kernels
Wholes 210	1 kg.	462 kernels
Wholes 240	1 kg.	528 kernels
Wholes 320	1 kg.	705 kernels
Wholes 450	1 kg.	990 kernels



## The New Cashew

"If we go on like this, the industry in Brazil will decline into insignificance again and we'll be leaving the market to the competition." This is how *Henrique Sérgio Abreu*, director of the farm, food and trading group *J. Macêdo*, Fortaleza, summed up the future of the cashew sector. And to head off those fears the group, whose mills, breweries and auto business registered sales of US\$650 million in 1994, has gone into cashew production. "Because," says Abreu, "that's where the problem is."

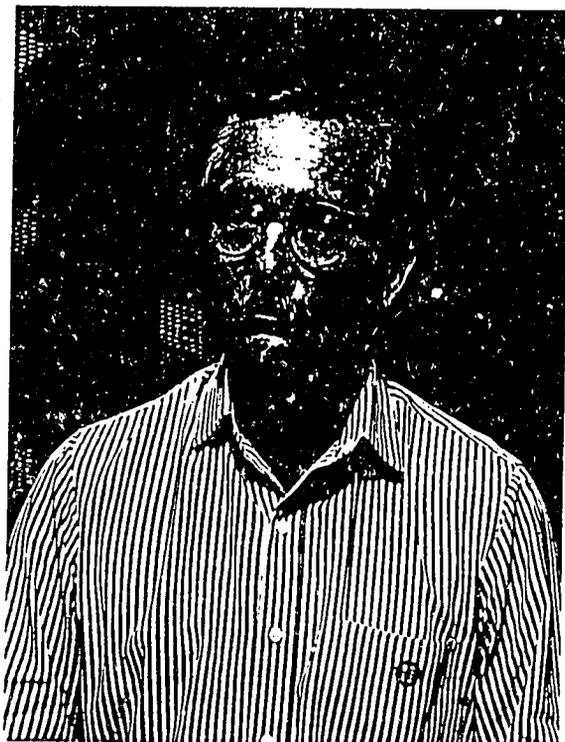
Cashew farming has been part of the Macêdo Food Division's activities for 20 years. Cashew "apples" and nuts are cultivated on 7,000 hectares (17,000 acres). "So far, we've planted cashew trees the way they grow in the wild," says Abreu. This gave pretty good results in the first five years, but yields have shrunk since. As an example, productivity stood at 600 kg/hectare (540 lb/acre) for the first five years, but then fell to 200 kg/ha (180 lb/acre). Macêdo invested in new varieties with great thoroughness. His efforts have been crowned with success in the form of four new strains so far: Copan 221, Copan 265, Copan 299 and Copan 244. These new cultivars from the three experimental fields run by Macêdo subsidiary *Companhia de Produtos Alimentícios do Nordeste* (Copan) are resistant to drought, most diseases and insects. Above all, the small trees are distinguished by constancy of yield and larger, better-quality kernels.

With a kernel component of 85% for the total nut weight (formerly 55%; Indian production boasts 75%), more cost-effective cultivation is assured. The cashew tree of the future is the fruit of a joint venture with the *Centro Nacional de Pesquisa de Agroindústria Tropical* (CNPAT/Embrapa). Its director *João Prata Gil Pereira de Araujo* recapitulated the key features of the new tree: "kernel weight, pith weight, easier opening, easier skinning," Abreu says the productivity level of 800 to 1,000 kg/ha (720-900 lb/acre) remains constant over an extended period of time. And the chaotic mix of 340 different varieties will be brought to an end. "We're getting close to a situation of regulated, predictable, more reliable cashew production." Other governments and companies from the northern states of Brazil - Goiás, Acre, Rondônia and Piauí - are also interested in the new cashew.

## El nuevo anacardo

*"Si seguimos así, el ramo brasileño volverá a hundirse en la insignificancia y abandonaremos el mercado a la competencia."* Así resume *Henrique Sérgio Abreu*, Director del Grupo *J. Macêdo*, de los sectores agrícola, de productos alimenticios y del comercio, Fortaleza, el futuro del anacardo. Y para impedirlo, el Grupo, que en 1994 obtuvo un volumen de negocios de 650 mio, de US\$ con molinos, cervecías y el comercio del automóvil, se ha comprometido en el cultivo. *"Pues - según dice Abreu - aquí está el problema."* El anacardo es, desde hace 20 años, parte de la Food Division del Grupo Macêdo. En 7000 ha se cultivan peras y almendras de anacardo. *"Hasta ahora hemos plantado anacardos tal como se encuentran en la naturaleza"*, dice Abreu. Así se obtuvieron aún en los primeros cinco años resultados bastante buenos que, al correr de los años, han venido a menos. He aquí un ejemplo: En los primeros cinco años, la productividad era de 600 kg/ha; después disminuyó hasta 200 kg/ha. Macêdo invirtió, pero fundamentalmente en lo nuevo, es decir, en la cría de nuevas variedades. Lo que de ello se ha obtenido hasta ahora son cuatro variedades, a saber: Copan 221, Copan 265, Copan 299 y Copan 244. Estas nuevas variedades de anacardo, de los campos experimentales de la lial de Macêdo *Companhia de Produtos Alimentícios do Nordeste* (Copan), no son sensibles a la sequía y son resistentes a la mayoría de las enfermedades y a los insectos. Ante todo, los

árboles pequeños tienen un rendimiento invariable y producen almendras más gruesas y de mejor calidad. Con una semilla que representa el 85% del peso total de la almendra (hasta ahora el 55%, y el 75% en la producción india), se asegura un cultivo más rentable. El anacardo del futuro es «fruto» de una empresa mixta con el Centro Nacional de Pesquisa de Agroindústria Tropical (CNPAT/Embrapa), cuyo director, João Prata Gil de Araujo, resumió una vez más, de la manera siguiente, las peculiaridades de los nuevos tipos de árboles: «Peso de la semilla, peso de la carne de la fruta, más fácil de cascar y de pelar.» Abreu dice que la productividad de 800 a 1000 kg/ha se mantiene durante más tiempo. Además, termina la conclusión de las numerosas variedades (340 distintas). «Nos acercamos a una producción de anacardo ordenada, previsible y más segura. Entre tanto, gobiernos y empresas de otros Estados han manifestado interés por el nuevo anacardo.»



Henrique Sérgio Abreu, *J. Macêdo* group, Fortaleza: "We can't go on like this. We need new cashew varieties with a higher yield or we'll lose out on the world market."

## Brazil



João Hudson Carneiro Sadaiva, Director, Sindicaju, Fortaleza.

## Cashews: A Great Future

It's just like the old days: even the products of Brazil's new, modern cashew industry are still exported in approximately 12 kg (26.5 lb) metal cans, which have not always been up to the mark hygienically. This form of packaging is quite expensive, yet Brazil's exporters still stick to it. Why? João Hudson Carneiro Sadaiva, director of Sindicaju (*Sindicato da Industria da Castanha do Caju do Estado de Ceará*): "The USA is our biggest market. Importers there want this kind of can. And it has its good points: the breakage rate is much lower than in aluminum foil vacuum packs. Cashew kernels keep their quality much better in cans, and the use of lead in seam soldering is banned now."

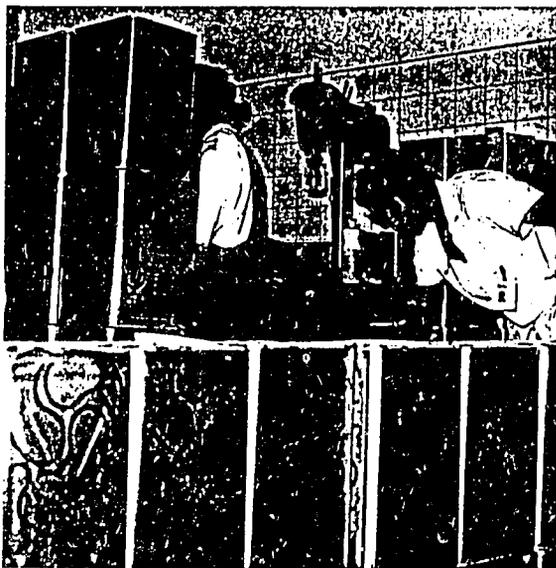
The Northeast is the country's chief cashew production region with a total planned area of 750,000 hectares (1.8 million acres), mainly in Ceará state. In the past it was customary to reckon with a crop of one million tonnes of cashew "apples," yielding 160,000 t of raw kernels, but production has declined to little more than 4,000 t of raw kernels. As a result, Brazil now depends on imports from Central Africa. Last year imports came to 270,000 t, compared to the usual level of 100,000 t.

The Sindicaju association was founded in 1974. Its 24 members are all processing firms. As Hudson emphasizes, the government has no influence on the association's decisions. "They don't bother us," he says. Sindicaju's director welcomes initiatives like the Macêdo Group: "Orchards have to be renewed to produce the necessary amounts. Because demand is rising, I see a brilliant future for cashews."

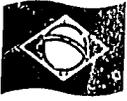
## El anacardo: gran futuro

Al igual que en los viejos tiempos, los productos de la moderna industria brasileña del anacardo se siguen exportando en latas de unos 12 kg de contenido (25 libras), que no siempre satisfacen todas las exigencias higiénicas. El precio de este envase es bastante elevado. No obstante, los exportadores brasileños siguen estando ahí. ¿Por qué? La pregunta va dirigida a João Hudson Carneiro Sadaiva, Director de Sindicaju (*Sindicato da Industria da Castanha do Caju do Estado de Ceará*). «Los Estados Unidos son nuestro mayor mercado. Los importadores estadounidenses piden este envase en latas. Por lo demás, también tiene sus ventajas, pues así la tasa de almendras enteras que se quiebran es mucho más baja que en el envase al vacío en bolsas de aluminio. En la lata se conserva mejor la calidad del anacardo. Por lo demás, está prohibido utilizar plomo en la soldadura de la lata.»

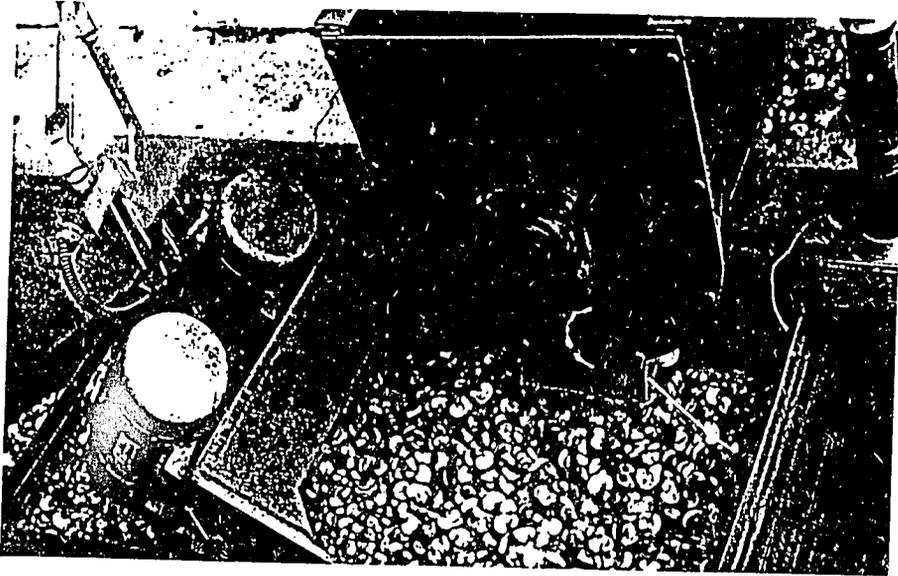
El nordeste es la región de cultivo del anacardo más importante. Las plantaciones ocupan una extensión de 750.000 ha, situándose el centro de gravedad en el Estado de Ceará. Antes se podía contar con una cosecha de un millón de toneladas de peras de anacardo, de las que se obtenían 160.000 t de semillas en bruto. Pero los rendimientos han disminuido y la producción de semillas en bruto apenas supera las 4000 t. Debido a ello, se deben importar almendras de anacardo del centro de África. El año pasado se tuvieron que importar 270.000 t. Normalmente se importan 100.000 t. Sindicaju es una asociación que existe desde 1974. Sus 24 miembros son todos ellos procesadores. Como destaca Hudson, el Gobierno no ejerce ninguna influencia en las decisiones de la asociación. «No se ocupa de nosotros», dice. El Director de Sindicaju aprueba las iniciativas como la del Grupo Macêdo: «Se tiene que rejuvenecer las plantaciones para obtener el rendimiento necesario. La demanda aumenta, veo para el anacardo un futuro brillante.»



Tinplate cans are still used for packaging. US customers like them, and they retain the quality better.



# Brazil



Grading cashew nuts prior to shelling at Irmãos Fontanele, Fortaleza.

## A Typical Processing Plant

The Humberto Fontanele company on the western edge of the city of Fortaleza is one of the many factories in the area engaged in the business of extracting edible kernels from raw cashew nuts. Conventional processing methods produce 1 kg (2.2 lb) of kernel content from 5 kg of raw nuts. Director Antônio F. Fiuza Neto says that wholes account for about 60% of production at Fontanele — a level that is probably typical of other firms in Northeast Brazil. 85% of production is exported, and 80% of exports go to importers, roasting plants, packers and wholesalers in the United States. Export manager Tarciso Falcão, Jr. says: "The price level is lower now (September). The market is paying US\$2.25–2.30 per pound for 320s, compared to US\$2.40–2.45 in May and June."

The family firm developed out of a leather-processing plant in the mid-1970s and now employs 1,400 people.

## Típica empresa de procesamiento

La empresa de Humberto Fontanele, en la parte occidental de la periferia de Fortaleza, es una de las muchas fábricas del mismo tipo que existen en los alrededores, que se dedican a sacar de la



Tarciso Falcão, export manager of Fontanele Brothers, Fortaleza (left)

almendra del anacardo la semilla comestible. Este trabajo permite obtener 1 kg de semillas de 5 kg de almendras, empleando los conocidos procedimientos. La parte del «total» obtenida por Fontanele viene a ser de un 60%, según explica el Director Antônio F. Fiuza Neto. Este es también el rendimiento de otras empresas en el nordeste de Brasil. El 65% de la producción se destina a la exportación, y de esta cantidad el 80% va a los Estados Unidos, a los importadores, tostadores, envasadores y mayoristas. El jefe de exportación Tarciso Falcão, Jr. dice: «El nivel del precio ha bajado ahora, en el mes de septiembre. El mercado paga por el 320 entre 2,25 y 2,30 US\$ la libra loba. En mayo y junio, pagaba de 2,40 a 2,45 US\$. La empresa familiar se formó en los años setenta de una tenería y da trabajo ahora a 1400 obreros.»



A supply of raw cashews in from the orchards.

## Cashew Profile

First of all, the cashew is an attractive, exotic-looking fruit with its suspended nut. Secondly, Brazil is the world's biggest cashew-producing country with 109,000 tonnes, followed by India, Mozambique and Tanzania.

The tree likes tropical surroundings, and in fact has its origins in the tropics. Which is why cashew production is concentrated in the Northeast of Brazil, specifically in the states of Ceará (48%), Piauí (22%) and Rio Grande do Norte (21%). Cashew production occupies something like 500,000 people. Cashew kernel exports amount to US\$115-150 million.

The nutritional value of cashews is well documented. The kernel contains more proteins than meat or fish. The nut protein contains more essential amino acids than rice protein and is in fact on a par with high-grade vegetables. 100 g of cashew nuts contain 50 g of fat. As in meat and eggs, these consist mainly of unsaturated fatty acids and as such meet the recommendations of American nutrition scientists to include in one's diet one-third of all fatty acids in the form of saturated acids and two-thirds as unsaturated fatty acids. Fats contained in cashews are most definitely not a health hazard. Healthy foodstuffs should contain sufficient vitamins, minerals and other trace elements. Here too, cashew kernels provide a rich range including such elements as potassium, calcium, magnesium, phosphorus, iron, copper, zinc, manganese, chlorine and selenium – more than all other nuts.

Worldwide cashew consumption stands at 68,000 tonnes. Estimates indicate a consumption potential of 200,000 tonnes.

## Así es el anacardo

En primer lugar hay que decir que el anacardo es un fruto hermosa, de aspecto exótico, con la almendra que cuelga. Segunda observación: Con 109.000 t, el Brasil es el mayor productor de anacardos del mundo. Le siguen la India, Mozambique y Tanzania. A este árbol le gusta el ambiente tropical, y en él tiene su origen. En consecuencia, la producción se concentra en el nordeste del Brasil, es decir en los Estados federales de Ceará (48%), Piauí (22%) y Río Grande do Norte (21%). La producción de anacardo da trabajo a unas 500.000 personas. El valor de exportación de las semillas de anacardo se sitúa entre 115 y 150 mio. de US\$.

Se ha demostrado que el anacardo es un alimento sano. La semilla contiene más proteínas que la carne y que el pescado. La proteína de la almendra contiene más aminoácidos esenciales que la proteína del arroz y tantos como las hortalizas con el mayor contenido de los mismos. 100 g de semillas de anacardo contienen 50 g de materia grasa. Al igual que en la carne y en los huevos, se trata principalmente de ácidos grasos no saturados, con lo cual se satisface la recomendación de los científicos americanos de la nutrición, de absorber 1/3 del total de calorías en forma de ácidos grasos saturados y dos tercios en forma de ácidos grasos no saturados. Las materias grasas contenidas en el anacardo no constituyen en absoluto peligro alguno para la salud de nadie. Un producto alimenticio nutritivo debería contener suficientes vitaminas, minerales y otros elementos de traza. El consumo de anacardos en el mundo entero asciende a 68.000 t. Según una estimación, existe un potencial de consumo de 200.000 t.


**PATIB COMPANY LIMITED**

53-65 DITSAMAK ROAD, SUANMALI, BANGKOK 10100, THAILAND.  
 TEL: 221-1783, 221-3069, TLX: 21089 PATIB TH, FAX: (662) 225-6214

**THAILAND LEADING EXPORTER/MANUFACTURER OF CANNED SEAFOOD,  
 CANNED FRUIT, DEHYDRATED FRUIT & VEGETABLE AND FROZEN FOOD**

DATE: NOVEMBER 2, 1994.

PAGE: 1/1

TO:

FROM: SUWAT

ATTN:

OUR FAX: (662) 225-6214

YR FAX:

REF:

**FAX**

RE SIAL FAIR'94.

Thank you for visiting our booth at the fair this year.

We are pleased to confirm our best price of dried fruits for December shipment as follows:

PINEAPPLE RINGS/DICE/10MM	US\$1.75/KG.	FOB BANGKOK
PAPAYA SPEAR/DICE 10MM	US\$1.70/KG.	"
MANGO SLICE/DICE 10MM	US\$4.20/KG.	"
JACKFRUIT WHOLE/DICE 10MM	US\$3.00/KG.	"
GUAVA SLICE	US\$2.50/KG.	"

PACKING: 5KGS X 4BAGS/CTN. , 850 CTNS/20' FCL.

SHIPMENT: IN DECEMBER'94.

PAYMENT: BY L/C AT SIGHT.

The above price is valid till 18/11/94.

Hoping that our price is workable in your market and look forward to serving your first trial order shortly.

Your prompt and favorable reply would be highly appreciated.

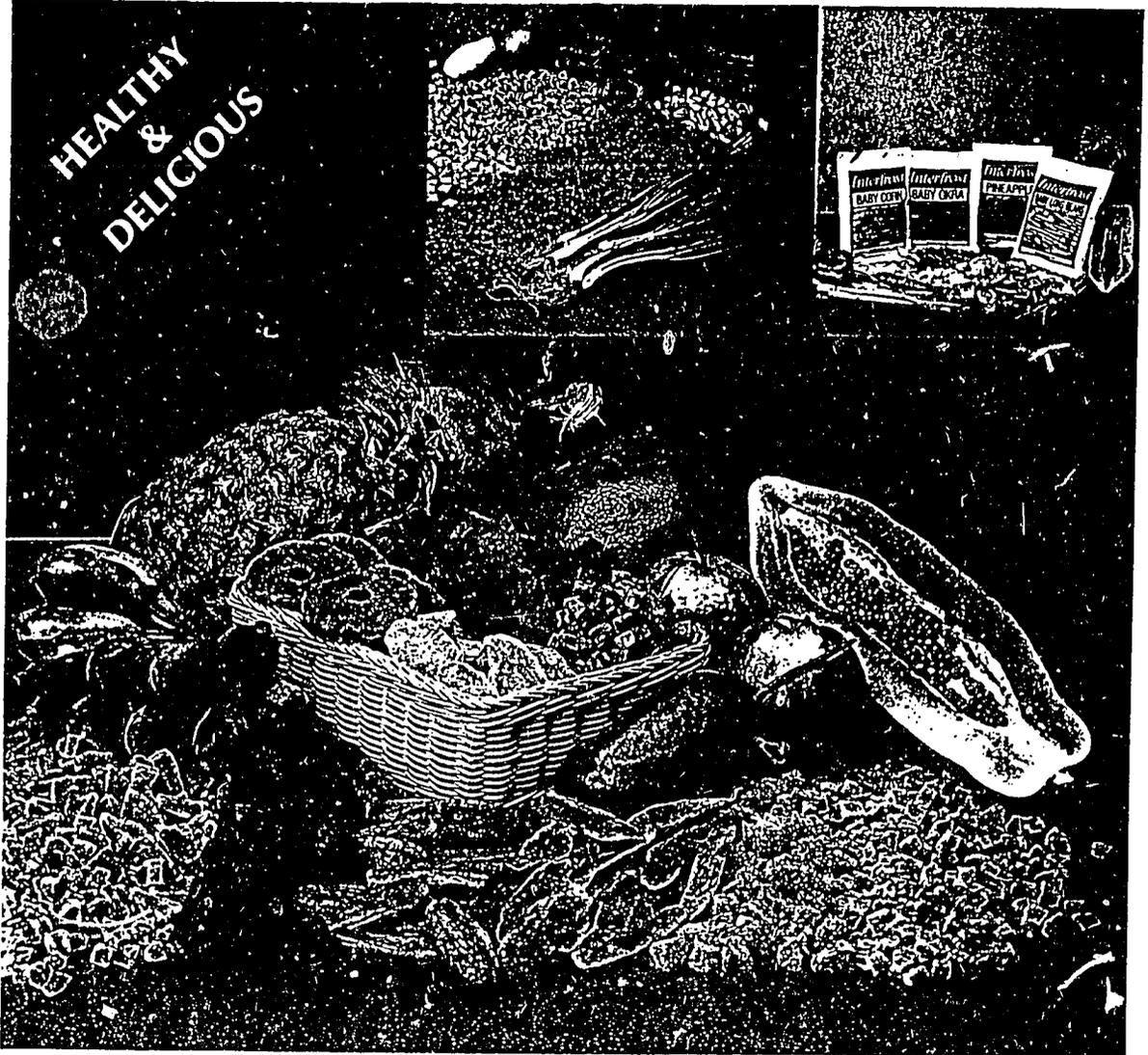
BEST REGARDS/SUWAT.

# DEHYDRATED AND FROZEN FRUIT & VEGETABLE



**PATIB COMPANY LIMITED**

53-55 DITSAMAK ROAD, SUANMALI, BANGKOK 10100, THAILAND.  
TEL. 2211783, 2213069, 2216022, 2236556 TLX : 21089 PATIB TH. FAX : (662) 2255214



Dehydrated Fruit		Dehydrated Vegetable		Frozen Fruit & Vegetable	
PRODUCT	STYLE	PRODUCT	STYLE	PRODUCT	STYLE
Pineapple	Slice/Tidbit/Dice	Green Chive	Dice	Baby Okra	Whole
Papaya	Spear/Chunk/Dice	Carrot	Dice	Long Bean	Cut
Mango	Slice/Dice	Bell Pepper	Dice	Baby Corn	Whole
Ginger	Slice/Chunk/Dice	Garlic	Slice, Flake, Powder	Snow pea	Whole
Banana	Whole/Dice	Onion	Slice, Powder	Pineapple	Tidbit
Guava	Dice			Seasonal Tropical Fruit	As Requested
Coconut	Dice				
<b>Packing:</b>	5 KGS x 4 BAGS/ CARTON 800 CARTONS/20'FCL	<b>Packing:</b>	10KGSx1BAG/CARTON 200 CARTONS/20'FCL	<b>Packing:</b>	500G x 20 BAGS/ CARTON, OR 1 KG x 10 BAGS/ CARTON, 800 CARTONS/20'FCL

# APEX

## AGRO INDUSTRIAL S.A.

### QUOTATION

### DRIED TROPICAL FRUITS

#### RETAIL PACK

Prices are F.O.B. Costa Rican port.

PRODUCT DESCRIPTION	UNITS PER BOX	WEIGHT PER UNIT	PRICE PER UNIT	PRICE PER BOX
DRIED TROPICAL MIX	24	100 gr	US\$0.85	US\$20.40
DRIED PINEAPPLE SLICES	24	100 gr	US\$0.90	US\$21.60
DRIED PINEAPPLE CHUNKS	24	100 gr	US\$0.90	US\$21.60
DRIED MANGO	24	100 gr	US\$1.00	US\$24.00
DRIED PAPAYA	24	100 gr	US\$0.90	US\$21.60
DRIED MELON	24	100 gr	US\$0.90	US\$21.60
DRIED BANANA	24	175 gr	US\$0.70	US\$16.80
DRIED BANANA BRICK	24	250 gr	US\$0.80	US\$19.20

#### ADDITIONAL DATA:

Boxes per pallet 259

Pallets per container 20 feet 8

Mango and melon are available February through June or upon request

#### BULK

PRODUCT DESCRIPTION	UNITS PER BOX	WEIGHT PER UNIT	PRICE PER UNIT	PRICE PER BOX
DRIED MANGO	10	KG	US\$6.85	US\$68.50
DRIED PINEAPPLE	10	KG	US\$5.20	US\$52.00
DRIED PAPAYA	10	KG	US\$5.60	US\$56.00
DRIED MELON	10	KG	US\$5.20	US\$52.00
DRIED BANANA	15	KG	US\$2.85	US\$42.75
DRIED BANANA T E	15	KG	US\$2.20	US\$33.00

#### ADDITIONAL DATA:

Cases per pallet : Aprox 90

Pallets per container 20 feet: 10

Mango and melon are available February through June or upon request

T E : Quality similar that the product from Ecuador or Colombia.

TEL: (506) 441-9271 FAX: (506) 441-9307 P.O. BOX 917-4050 ALAJUELA - COSTA RICA

## Produit de Colombie

Fabrique par  
**Industria de Frutas La Samaria**  
 Calle 17 N° 2 - 56 Of. 212  
 Tel: (54) 21 25 82 Fax: 21 09 45  
 Apartado Aéreo 529 Santa Marta  
 Magdalena - Colombia

La banane de Santa Marta est considérée comme la meilleure du monde. Les conditions remarquables d'ensoleillement donnent en effet au fruit une couleur, un arôme et une saveur exceptionnelles, qui permettent, à La Samaria, de produire une banane séchée de très hautes qualités gustative et nutritive.

Garanti 100% naturel, ce produit est riche en fibres, en protéines, en hydrates de carbone et en minéraux. Il reste stable grâce à sa faible humidité et sa forte concentration en saccharose naturel.



## Importe de Colombie

22, Rue de Fontarabie  
 75020 Paris, France  
 Tel: 43716981  
 Fax: 43701108

## Composition par 100 grs.

Protéines	6.21 g.
Humidité	15.45 g.
Graisse	3.87 g.
Hydrates de Carbone	68.87 g.
Fibre crue	1.95 g.
Cendre	3.95 g.
Phosphore	91.48 Mgs.
Calcium	4.00 Mgs.
Magnesium	111.90 Mgs.
Fer	6.50 Mgs.
Potassium	1.126.33 Mgs.
Sodium	93.00 Mgs.
Et Calories	333

Importe de Colombie

À consommer de préférence  
 avant fin

Poids Net: 250 grs.

Produit de Colombie

Prêt à consommer à conserver  
 dans un endroit frais et sec.

Sans additif



Sans conservateurs

• **BANANES DE COLOMBIE** •



100%  
TROPICAL

TROPICAL MIX  
*Cost Rican Delights*

NO SUGAR ADDED NO PRESERVATIVES  
INGREDIENTS: PINEAPPLE, MANGO, BANANO, PAPAYA.  
INGREDIENTES: PAPA, PAPAYA, MANGO, BANANO.  
Apex Agroindustrial S.A. P.O. Box 917-4050 Alajuela, Costa Rica

NET WT 3.6 OZ.      Product of Costa Rica      PESO NETO 100g



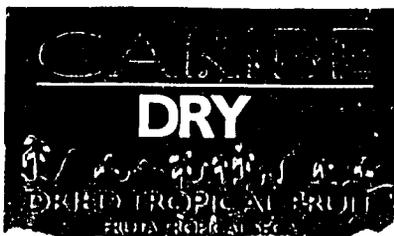
Peso Neto  
250 Gr.

Pedidos Tel. 232682  
Santa Marta

La Samaria  
**Bananitas**

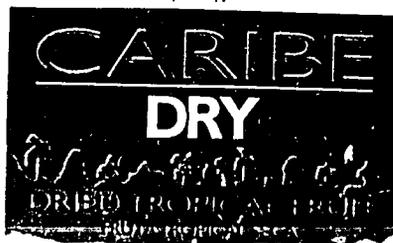
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**TROPICAL MIX**  
 MEZCLA TROPICAL

**100% NATURAL**  
 NO SUGAR ADDED  
 NO PRESERVATIVES  
 SIN AZUCAR NI PRESERVANTES  
 NET WT. 3.5 OZ.  
 PESO NETO 100g  
 INGREDIENTS: BANANA, PINEAPPLE, PAPAYA, MANGO  
 INGREDIENTES: BANANO, PIÑA, PAPAYA, MANGO  
 Aplanitos tropicales S.A.  
 PO Box 917-4050  
 Alajuela, Costa Rica.  
 PRODUCT OF COSTA RICA



**MELON**

**100% NATURAL**  
 NO SUGAR ADDED  
 NO PRESERVATIVES  
 SIN AZUCAR NI PRESERVANTES  
 NET WT. 3.5 OZ.  
 PESO NETO 100g  
 INGREDIENTS: MELON  
 INGREDIENTES: MELON  
 Aplanitos tropicales S.A.  
 PO Box 917-4050  
 Alajuela, Costa Rica  
 PRODUCT OF COSTA RICA



**BANANA**  
 BANANO

**100% NATURAL**  
 NO PRESERVATIVES  
 SIN AZUCAR NI PRESERVANTES  
 NET WT. 6 OZ.  
 PESO NETO 175g  
 INGREDIENTES: BANANO



**PINEAPPLE**  
 PIÑA (ANANA)

**100% NATURAL**  
 NO SUGAR ADDED  
 NO PRESERVATIVES  
 SIN AZUCAR NI PRESERVANTES  
 NET WT. 2.6 OZ.  
 PESO NETO 75g  
 INGREDIENTES: PIÑA (ANANA)

# DEHYDRATED TROPICAL FRUITS





**BASIC FRUITS CORPORATION**

**PRICE LIST**

PACKING NO OF CASES/CONTAINER	BOTTLED (12 OZ)		CANNED (1 GAL) (250 ML)	
	24/CASE	6/CASE	30/CASE	
	1,200	950	1,800	
1.	Nata de Coco in Syrup	18.50	28.00	
2.	Nata de Pina	20.00	28.50	
3.	Nata de Calamansi	20.00	28.50	
4.	Two-Fruit Mixes			On 1 X 20' box will discount by 5%; on 2 X 20' bs will discount by 10%
a.	Nata/Mango	24.00	36.50	
b.	Nata/Melon	24.00	36.50	
c.	Nata/Papaya	22.00	31.50	
d.	Nata/Pineapple	21.00	30.00	
5.	Three-Fruit Mixes			
a.	Nata/Pineapple/Mango	23.00	34.50	
b.	Nata/Pineapple/Melon	22.00	33.50	
6.	Melon Balls	24.00	40.50	
7.	Mango Balls	30.00	49.50	
8.	Crushed Nata in Juices			
a.	Nata in Mango Juice	22.00		
b.	Nata in Guyabano Juice	21.50		
9.	Fruit Juices			
a.	Mango Nectar		10.50	
b.	Calamansi Juice Drink		9.00	
c.	Tropical Fruit Juice Drink		9.00	
d.	Guava Juice Drink		9.00	
e.	Guyabano Nectar		10.50	

\*\* above prices are all based on FOB  
 \*\* above prices are subject to change

# BASIC FRUITS CORP.



## COMPANY IDENTIFICATION:

Name of Company	: Basic Fruits Corporation	Office Address	: 5/F SEDCCO I Bldg., Rada Cor. Legaspi St., Legaspi Village, Makati, Metro Manila
Contact Person	: Judith V. Manangu	Telephone No(s).	: 8161992/8161994
Position	: General Manager	Fax No(s).	: (632) 8162158/8138537
Type of Business	: Manufacturer/Exporter	Factory Address	: Brgy Baan, Km. 4, Butuan City Brgy. Cabugao Sur, Pavia, Iloilo
Legal Status	: Corporation	Telephone No(s).	: (63 33) 74161
Year Established	: 1989	Fax No(s).	: (632) 8162158/8138537
Capital Equity (P)	: 1,000,000.00	Government	: Securities and Exchange Commission
Subscribed	: 1,000,000.00	Registration	: Board of Investments
Paid-Up	: 1,000,000.00	Professional	: Phil. Food Processors and Exporters Org., Inc. (Philfoodex)
Major Shareholders	: Vivian N. Hultman Anders G. Hultman Judith V. Manangu	Membership(s)	: Philippine Exporters Confederation (Philexport)
No. of Employees	: 220	Bank References	: Hongkong Bank Union Bank of the Phils.
Permanent Staff	: 220		
Contractual Staff	:		

**SUPPLY CAPABILITY:**

MAJOR PRODUCT LINES PRODUCED	PRODUCTION CAPACITY Products per Year	STANDARDS COMPLIED WITH	PATENTS/ COPYRIGHT/ LICENSE
Banana chips	3,456 MT	N/A	N/A
Nata de Coco	72 FCL	N/A	N/A

**EXPORT EXPERIENCE:**

SALES	1990	1991	1992	1993
Tot. Sales (US\$ p.a.)	---	360,000	1,130,000	3,190,000
% Domestic	---	0	0	0
% Export	---	100	100	100

**Major Export Markets** : U.S.A., Japan, Korea, United Kingdom, Sweden, Holland  
**Major Export Products** : Banana Chips, Nata de Coco  
**Minimum Order** : 1 X 20' container  
**Terms of Payment** : L/C  
**Delivery Time** : 4 weeks after receipt of L/C  
**Packaging Capability** : Banana Chips - Bulk, Nata de Coco - As req'd.  
**Quality Control Performed** : BFC has 3 food technicians, Nata de coco - Mandatory Testing, Banana Chips - Client's specifications

**Major Raw Materials/Intermediate Goods/Components Used:**

**Domestic (Item & %)** : Banana 65%,  
 Coco oil 17.5%,  
 Sugar 17.5%

**Imported (Item & %)** : None

**Major Origin of Imports** : N/A

**Sourcing Experience in Asia (countries)** : None

**Main Technical Equipment** : Slicing Machine

**Availability of own Design/Engineering Personnel** : No

**BUSINESS PLAN:**

**Sales Expansion** : Utilization of Free Capacities

**Diversification** : Penetration of new market with present products in EU particularly Germany

**Cooperation Sought** : Agent, Importer/Distributor

**Description of Project or Project** : We would like to expand our export trade to Europe particularly in Germany as this market has not yet been fully developed. Our main aim is at the central idea for joint-venture food industry and the snack food manufacturers.

---

PASTRIES with NATA DE COCO

*Ingredients*

*Pastries*  
*Nata de Coco cubes*

---

*Procedure*

1. Top pastries with nata de coco.



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*Special thanks to:*

**PHILFOODEX**  
Bureau of Export Trade Promotion  
Century Park Sheraton

*Published by:*



Department of Trade and Industry

*through*

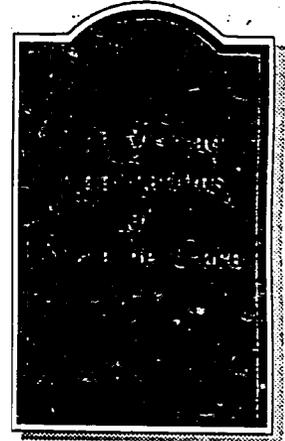


Center for International Trade  
Expositions and Missions  
International Trade Center, Roxas Boulevard  
1300 Pasay City, Philippines  
Tel. (632) 832 1282  
Fax (632) 832 3965



---

**come  
savor**  
*The Philippines*



---

Come and savor  
THE ORIGINAL NATA DE COCO  
from  
THE PHILIPPINES---

*A natural high fiber food  
with a unique texture,  
nata makes a versatile ingredient  
main dishes, juices, ice cream, yoghurt,  
salads, desserts, bakery items  
and whatever else  
the creative mind can concoct!*

---

MANILA ROLL

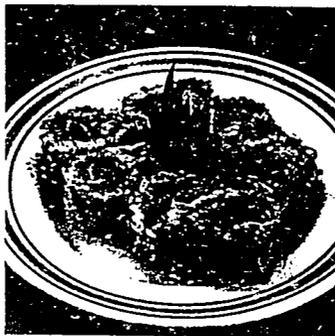
*Ingredients*

*Nata de Coco  
Mango  
Mayonnaise  
Sushi Roll  
Nori*

---

*Procedure*

- 1. Get 1/2 nori and put on a maki mat.*
- 2. Put sushi rice all over nori.*
- 3. Add mayonnaise, mango, nata de coco  
and roll the maki mat slowly  
and slice into six pieces.*



---

NATA DE COCO KIMPURA

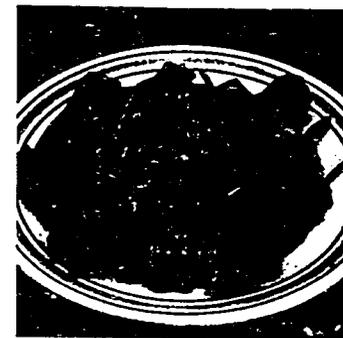
*Ingredients*

*Nata de Coco  
Satsumaage  
Carrots  
Konyaku  
Soy sauce, dashi, mirin, sesame seed, togarashi*

---

*Procedure*

- 1. ~~B~~oll nata de coco, satsumadage, carrots,  
and konyaku.*
- 2. Put a little sesame oil, soy sauce, mirin,  
sesame seed and a little togarashi*



## FRUIT JUICE with NATA DE COCO

### Ingredients

Nata de Coco, shredded or cubelets  
Fruit juice

### Procedure

1. Add nata de coco to fruit juice
2. Add ice and mix.



## NATA AND GELATIN DELIGHT

### Ingredients

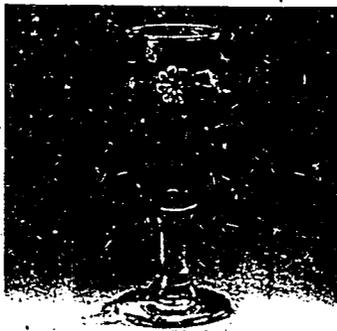
1 1/2 cups Nata de Coco  
8 cups water  
2 bars gelatin, red  
2 cups sugar  
4-5 tbsp. cherry syrup  
1 cup coconut cream

### Topping/garnishing

1/2 cup Nata de Coco cubes  
6 pcs. whole cherries

### Procedure

1. In a saucepan, combine gelatin, sugar and water. Heat until gelatin dissolves.
2. Cool a little. Pour in coconut cream and mix.
3. Using a cake mold with a hole at the center, put the nata de coco at the bottom, pour the gelatin and cool until firm.
4. Invert in round container. Put the nata de coco, cherries and cherry syrup on top.



## HALO-HALO with NATA DE COCO

### Ingredients

Nata de Coco  
Red mung bean  
White kidney beans  
Chickpeas  
Purple yam  
Macapuno  
Sugar palm fruit  
Jackfruit  
Crushed ice  
Milk

### Procedure

1. Put all the ingredients in a tall glass.
  2. Top with ice and pour milk as desired. Add ice cream for variety.
  3. Gently mix the ingredients.
- and enjoy the delicious concoction of flavors.



## STUFFED CHICKEN LEG

### Ingredients

10 pcs. leg of chicken  
50 gms. chopped onions  
1/2 kilo ground pork  
100 gms. carrots, finely chopped  
3 pcs. eggs  
100 gms. ham, coarsely chopped  
2 pcs. cheese, coarsely chopped  
Nata de Coco cubes

### Procedure

1. Debone chicken leg. Season with salt and pepper.
2. Mix together onions, ground pork, carrots, eggs, ham, cheese and nata de coco.
3. Stuff the mixed ingredients into chicken legs. Roll in flour. Dip in beaten egg and finally in bread crumbs. Deep fry. Serve hot.



## SEAWEED with NATA DE COCO

### Ingredients

1/2 kilo lettuce  
1/2 kilo seaweed  
1 kilo mussels, blanched and shelled  
1/4 kilo tomato, wedged  
1 cup coconut milk  
1 bottle Nata de Coco cubes  
10 gms. red/green pepper  
10 gms. onions, coarsely chopped  
2 cups vinegar  
70 gms. ginger, finely chopped

### Procedure

1. Combine nata de coco with red/green pepper and onions.
2. Blend vinegar and coconut milk and use as dressing.
3. Arrange seaweeds, mussels and tomato wedges on lettuce leaves. Serve with chilled dressing.



## NATA DE KARUPISU (Lactic acid drink like yakuruto)

### Ingredients

5 pcs. Nata de Coco cubes  
1 lbs. Karupisu  
5 pcs. fresh mango cubes  
5 pcs. fresh pineapple cubes  
Gelatin

### Procedure

1. Melt gelatin.
2. Mix with karupisu. Cool.
3. Place nata de coco, mango and pineapple on top of the gelatin.



# FRESH FRUIT DRINKS, INC.



## COMPANY IDENTIFICATION:

<b>Name of Company</b>	: Fresh Fruit Drinks, Inc.	<b>Office Address</b>	: EDSA 1052, Magallanes Vill., Makati, Metro Manila
<b>Contact Person</b>	: Wilfredo R. Olager	<b>Telephone No(s).</b>	: 8040730-41
<b>Position</b>	: Sales Manager	<b>Fax No(s).</b>	: (632) 8040748-49
<b>Type of Business</b>	: Manufacturer/Exporter	<b>Factory Address</b>	: Medina, Misamis Oriental
<b>Legal Status</b>	: Corporation	<b>Telephone No(s).</b>	:
<b>Year Established</b>	: 1989	<b>Fax No(s).</b>	: (632) 8040748-49
<b>Capital Equity (P)</b>	: 50,000,000.00	<b>Government Registration</b>	: Securities and Exchange Commission Dept. of Trade & Industry Board of Investments
<b>Subscribed</b>	: 35,000,000.00	<b>Professional Membership(s)</b>	: Phil. Food Processors and Exporters Org., Inc. (Philfoodex) Philippine Exporters Confederation, Inc. Philippine Chamber of Commerce & Industry
<b>Paid-Up</b>	: 35,000,000.00	<b>Bank References</b>	: Union Bank of the Phils. Consolidated Bank & Trust Corp (SOLIDBANK) United Coconut Planters Bank (UCPB)
<b>Major Shareholders</b>	: Fiesta Equities, Inc. Dr. Jose S. Sandejas Leonardo S. Gamba Abelardo S. Termulo Preciosa D. Castillo Romeo I. Chan		
<b>No. of Employees</b>	: 800		
<b>Permanent Staff</b>	: 800		
<b>Contractual Staff</b>	:		

**SUPPLY CAPABILITY:**

MAJOR PRODUCT LINES PRODUCED	PRODUCTION CAPACITY Products per Year	STANDARDS COMPLIED WITH	PATENTS/ COPYRIGHT/ LICENSE
Desiccated Coconut		N/A	N/A
Coconut Milk Powder	150 MT	N/A	N/A
Aseptic Coco Cream		N/A	N/A
Aseptic Coco Water	450,000 Liters/Month	N/A	N/A

**EXPORT EXPERIENCE:**

SALES	1990	1991	1992	1993
Tot. Sales (US\$ p.a.)	8,800,000	8,700,000	10,400,000	10,600,000
% Domestic	0	0	0	0
% Export	100	100	100	100

**Major Export Markets** : U.S.A., Japan, Canada, Europe, N. Zealand, Taiwan, Australia  
**Major Export Products** : Coconut Milk Powder, Aseptic Coconut Cream, Aseptic Coconut Water  
**Minimum Order** : 1 FCL  
**Terms of Payment** : Irrevocable L/C  
**Delivery Time** : 45-60 days after receipt of L/C  
**Packaging Capability** : Aluminum Foil - Pouches, Multiwall craft paper bag, Inner paper liner, Tetra-brick aseptic pack  
**Quality Control Performed** : Statistical Quality Control, Quality Audit - consultants, QA by major buyers, Good sanitation

**Major Raw Materials/Intermediate Goods/Components Used:**

**Domestic (Item & %)** : Coconut 95%, Packing mat'ls. 95%

**Imported (Item & %)** : Stabilizers 5%

**Major Origin of Imports** : U.S.A., Europe

**Sourcing Experience in Asia (countries)** : None

**Main Technical Equipment** : Spray Dryer, Aseptic Processing Line, Tetra Pack Aseptic Machine

**Availability of own Design/Engineering Personnel** : No

**BUSINESS PLAN:**

**Sales Expansion** : Utilization of Free Capacities  
**Diversification** : Penetration of new market with present products in EU - Germany, U.K., France  
**Cooperation Sought** : Agent Importer/Distributor  
**Description of Project or Project idea for joint-venture** : Needs an agent, importer/distributor to market our products to EU.

# COCO MANILA FOOD CORP.



## COMPANY IDENTIFICATION:

<b>Name of Company</b>	: Coco Manila Food Corp.	<b>Office Address</b>	: Rm. 601, Tytana Plaza, Oriente St. Cor. Plaza L. Ruiz, Binondo, Manila
<b>Contact Person</b>	: Pablo Sy Tian King	<b>Telephone No(s).</b>	: 2410269/2410278
<b>Position</b>	: President	<b>Fax No(s).</b>	: (632) 2424857
<b>Type of Business</b>	: Trader	<b>Factory Address</b>	: Bo. Oogong, Sta. Cruz, Laguna
<b>Legal Status</b>	: Corporation	<b>Telephone No(s).</b>	: (090) 202748
<b>Year Established</b>	: 1993	<b>Fax No(s).</b>	: (632) 2424857
<b>Capital Equity (P)</b>	: 125,000,000.00	<b>Government</b>	: Securities and Exchange
<b>Subscribed</b>	: 61,300,000.00	<b>Registration</b>	: Commission Dept. of Trade & Industry Board of Investments
<b>Paid-Up</b>	: 61,300,000.00	<b>Professional</b>	: Phil. Food Processors and
<b>Major Shareholders:</b>	Jo Bun Hua Pablo Sy Tian King	<b>Membership(s)</b>	: Exporters Org., Inc. (Philfoodex) Philippine Chamber of Commerce & Industry
<b>No. of Employees</b>	: 860	<b>Bank References</b>	: Consolidated Banking Corp. (SOLIDBANK)
<b>Permanent Staff</b>	: 800		
<b>Contractual Staff</b>	: 60		

**SUPPLY CAPABILITY:**

MAJOR PRODUCT LINES PRODUCED	PRODUCTION CAPACITY Products per Year	STANDARDS COMPLIED WITH	PATENTS/ COPYRIGHT/ LICENSE
Desiccated Coconut	7,000 MT	Export Standard	N/A
Aseptic Coco Water	4,000 MT	Export Standard	N/A
Aseptic Coco Cream	11,800 MT	Export Standard	N/A

**EXPORT EXPERIENCE:**

SALES	1990	1991	1992	1993
Tot. Sales (US\$ p.a.)	--	--	--	10,600,000
% Domestic	--	--	--	9
% Export	--	--	--	91

**Major Export Markets** : Germany, Switzerland, U.S.A., Taiwan, Japan, Egypt, Australia, Israel, United Kingdom

**Major Export Products** : Desiccated Coconut  
Aseptic Coconut Cream  
Aseptic Coconut Water

**Minimum Order** : 1 X 20' FCL

**Terms of Payment** : irrevocable L/C at sight

**Delivery Time** : 1 month; lead time

**Packaging** : Export Standard

**Capability**

**Quality Control Performed** : Physical, Chemical, Micro/Bacto, Sterility & Organoploptic Analysis

**Major Raw Materials/Intermediate Goods/Components Used:**

**Domestic (Item & %)** : Raw matured coconuts  
Packaging materials

**Imported (Item & %)** : Tetra paper  
Starasept bags

**Major Origin of Imports** : Singapore  
Sweden

**Sourcing Experience in Asia (countries)** : Singapore  
**Main Technical Equipment** : Proctor Dryer Sys.  
Alfa Laval  
Tetra UHT  
Aseptic Filling Sys.

**Availability of own Design/Engineering Personnel** : Yes

**BUSINESS PLAN:**

**Sales Expansion** : Utilization of Free Capacities

**Diversification** : Penetration of new market with present products in U.S.A., China, Australia, Japan  
Installation of capacities for new product line for traditional and new markets

**Cooperation Sought** : Agent, Importer/Distributor  
Joint-Venture Production  
Technology Transfer

**Description of Project or Project idea for joint-venture** : Nata de coco commercial production: target market - Japan, foreign partner to supply processing equipment and packaging.  
Canning of coco-based products: Japan, Taiwan, China, foreign partner to supply packaging materials (pull tab cans)

# SAN PABLO CHOICE FOODS, INC.



## COMPANY IDENTIFICATION:

<b>Name of Company</b>	: San Pablo Choice Foods, Inc.	<b>Office Address</b>	: 2/F, Executive Bldg. Ctr., Makati Ave. Cor. Gil Puyat Ave., Makati, Metro Manila
<b>Contact Person</b>	: Claudette A. Cordon	<b>Telephone No(s)</b>	: 8182929
<b>Position</b>	: Vice President	<b>Fax No(s)</b>	: (632) 8153359
<b>Type of Business</b>	: Manufacturer/Exporter	<b>Factory Address</b>	: Lake Side Park Subd., F. Marino St., San Pablo City
<b>Legal Status</b>	: Corporation	<b>Telephone No(s)</b>	: 5620691
<b>Year Established</b>	: 1985	<b>Fax No(s)</b>	: (63 93) 5620691
<b>Capital Equity (P)</b>	: 125,000.00	<b>Government Registration</b>	: Securities & Exchange Commission
<b>Subscribed</b>	: 125,000.00	<b>Professional Membership(s)</b>	: Phil. Food Processors and Exporters Org., Inc. (Philfoodex)
<b>Paid-Up</b>	: 81,250.00	<b>Bank References</b>	: Bank of the Phil. Islands
<b>Major Shareholders</b>	: Annabelle Cordon Jesus Cordon		
<b>No. of Employees</b>	: 100		
<b>Permanent Staff</b>	: 100		
<b>Contractual Staff</b>	:		

**SUPPLY CAPABILITY:**

MAJOR PRODUCT LINES PRODUCED	PRODUCTION CAPACITY Products per Year	STANDARDS COMPLIED WITH	PATENTS/COPYRIGHT/LICENSE
Coconut gel	Total Plant	US B.F.A.D.	N/A
Coconut spread	2 X 20' FCL	US B.F.A.D.	N/A
Coco spread caramel		US B.F.A.D.	N/A
Papaya relish		US B.F.A.D.	N/A
Coco/Tamarind candies		US B.F.A.D.	N/A

**EXPORT EXPERIENCE:**

SALES	1990	1991	1992	1993
Tot. Sales (US\$ p.a.)	100,000	100,000	100,000	100,000
% Domestic	80	50	30	20
% Export	20	50	70	80

Major Export Markets : Japan  
U.S.A.

Major Export Products : Coconut gel  
Coconut spread

Minimum Order : Negotiable

Terms of Payment : COD/Irrevocable L/C

Delivery Time : 30 - 45 days after receipt of L/C

Packaging Capability : In bottle and in plastic bags

Quality Control Performed : From raw materials to finished products

**Major Raw Materials/Intermediate Goods/Components Used:**

Domestic (Item & %) : Coconut 100%

Imported (Item & %) : None

Major Origin of Imports : N/A

Sourcing Experience in Asia (countries) : None

Main Technical Equipment : Grinder  
Jacketed kettle

Availability of own Design/Engineering Personnel : No

**BUSINESS PLAN:**

Sales Expansion : Utilization of Free Capacities

Diversification : Penetration of new market with present products in EU - Germany and France

Cooperation Sought : Joint-Venture/Contract Packaging

# JO-NA'S INT'L. PHILIPPINES, INC.



## COMPANY IDENTIFICATION:

<b>Name of Company</b>	: Jo-na's Int'l. Phils., Inc.	<b>Office Address</b>	: Clemente St., Brgy San Agustin, Novaliches, Quezon City
<b>Contact Person</b>	: Philip C. Young	<b>Telephone No(s).</b>	: 9367239-41/9364427
<b>Position</b>	: President	<b>Fax No(s).</b>	: (632) 9367245/905828
<b>Type of Business</b>	: Manufacturer/Exporter	<b>Factory Address</b>	: same as office address
<b>Legal Status</b>	: Corporation	<b>Government Registration</b>	: Securities and Exchange Commission Board of Investments
<b>Year Established</b>	: 1976	<b>Professional Membership(s)</b>	: Phil. Food Processors and Exporters Org., Inc. (Philfoodex) Philippine Exporters Confederation, Inc. Philippine Chamber of Commerce & Industry
<b>Capital Equity (P)</b>	: 10,000,000.00	<b>Bank References</b>	: Allied Banking Corp. Far East Bank & Trust Co. Metropolitan Bank & Trust Co. (METROBANK)
<b>Subscribed</b>	: 8,000,000.00	<b>Overseas Office</b>	: Global Produce Corp. 3144 East Slauson Ave., Vernon, California, U.S.A.
<b>Paid-Up</b>	: 7,000,000.00		
<b>Major Shareholders</b>	: Ramona C. Young Johnny C. Young Philip C. Young Nancy Y. Young		
<b>No. of Employees</b>	: 1,000		
<b>Permanent Staff</b>	: 300		
<b>Contractual Staff</b>	: 700		

**SUPPLY CAPABILITY:**

MAJOR PRODUCT LINES PRODUCED	PRODUCTION CAPACITY Products per Year	STANDARDS COMPLIED WITH	PATENTS/COPYRIGHT/LICENSE
Banana chips	120,000 cases	N/A	N/A
Fruit Preserves	200,000 cases	N/A	N/A
Oriental gourmet mixes	20,000 cases	N/A	N/A
Noodles	50,000 cases	N/A	N/A

**EXPORT EXPERIENCE:**

SALES	1990	1991	1992	1993
Tot. Sales (US\$ p.a.)	1,990,000	2,500,000	2,600,000	4,500,000
% Domestic	24	29	42	31
% Export	76	71	58	69

Major Export Markets : U.S.A., Japan, Canada, Europe, Middle East

Major Export Products : Tropical Fruit Preserves  
Banana Chips

Minimum Order : 1 X 20' container

Terms of Payment : Irrevocable L/C at sight

Delivery Time : 3-4 weeks after receipt of L/C

Packaging Capability : Export Standard Packaging

Quality Control Performed : From raw materials to finished products. Performance evaluation and stetic consideration

**Major Raw Materials/Intermediate Goods/ Components Used:**

Domestic (Item & %) : Nata de Coco 70%  
Raw banana 20%  
Others 10%

Imported (Item & %) : Sugar 7.7%  
Flavoring 2%

Major Origin of Imports : Australia

Sourcing Experience in Asia (countries) : Hongkong, Taiwan, Korea, Singapore

Main Technical Equipment : Steam boiler, Can seamer, Vacuum fryer, Retort equip., Bottle capping mach., Flexible packing mach. for snack products

Availability of own Design/Engineering Personnel : No

**BUSINESS PLAN:**

Sales Expansion : Utilization of Free Capacities - vacuum fried banana chips, fruit preserves

Diversification : Penetration of new market with present products in EU - Germany, U.K., France

Cooperation Sought : Subcontracts for the manufacture of the product

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# GOING LOCO OVER NATA DE COCO

**How long will the demand last for the now popular product?**

By DAVID GOLLA VI and VET VITUG

The country is going loco over nata de coco. Any symposium on how to produce it will fill the venue to the rafters. In fact, nata training courses at the Food Science and Technology Institute in Los Baños, Laguna are booked till January next year.

In Los Baños, Laguna, virtually all households have gone into a frenzy with nata de coco production. A women's cooperative engaged in nata production here started with 22 members in early September. Today, it has 300 members.

With a nata de coco producer being born each day, many compare the phenomenon to the Filipino's penchant for "gaya-gaya." What is happening to nata occurred, to a lesser extent, in the case of hot pan de sal and lechon manok when many people plunged into those businesses after seeing the initial success of their neighbors.

The nata frenzy has been an offshoot of a real market demand or when this mixture of coconut milk and acetic gel gained popularity as a food item in Japan last year. Introduced by a restaurant chain in Tokyo as a dessert, the Japanese found nata quite similar to their traditional food called *konkyaku* which has a jelly texture.

Aside from pleasing the palate, nata de coco is also being promoted as a health food. In fact, one Japanese journal described it as a "healthy dessert from the Philippines." Others even claim that nata prevents cancer of the colon.

"Nata de coco has taken Japan by storm. The Japanese nowadays call their coffee break as nata de coco break," says KAREXX

International president Jesus Tanchanco.

The product, cut in 1.5-cm. cubes (plus-minus 0.2 cm) and prepared in syrup is shipped in cans, bottles, or retort pouches.

Shops in Japan mix the nata with bananas, kiwi and plums. It sold for \$1.26 per kilo in the world market in 1992, and was retailed in Japan at 300 yen for every 100 grams.

A white gelatinous substance, nata de coco is the accumulated slime secreted by the aerobic acetobacter *Aceti xylinum* cultured in diluted coconut milk, glacial acetic

acid, sugar, and starter called mother liquor. It was introduced in the early '40s by Maria Y. Orosa, a pharmaceutical chemist and home economist with her mixture of coconut water and acetic acid. In the early '70s, Dr. Priscilla Sanchez of UPLB-Institute of Food Science and Technology developed a better way of producing nata using coconut milk instead of coconut wa-ter.

Nata de coco has become a permanent fixture in the Philippine *palengke* since its commercial production several decades ago. It is widely used as an ingredient in *halo-halo*.

In the early '80s, the product was exported to the United States and sold primarily in areas where there were a big number of Filipinos. It even found its way in Canada, Australia and Africa. In 1985, Jo-na's International, a food producer and marketing outfit, market tested the product in Japan. The reaction of the Japanese delighted Philip Young, president of Jo-na's International.

"They like the texture and we learned that the Japanese love the chewy, less sweet nata," says Philip Young.

Soon thereafter, the Japanese began filling out purchase orders.

The 75 metric tons (MT) of nata de coco (PSSC Code 0589612) exported in 1986 grew in the succeeding years that the volume of exports rose to 341 MT worth \$542,000 in 1992, an increase of 355% in a matter of five years.

The year 1993 saw a dramatic and spectacular rise in the Japanese importers' demand for nata.

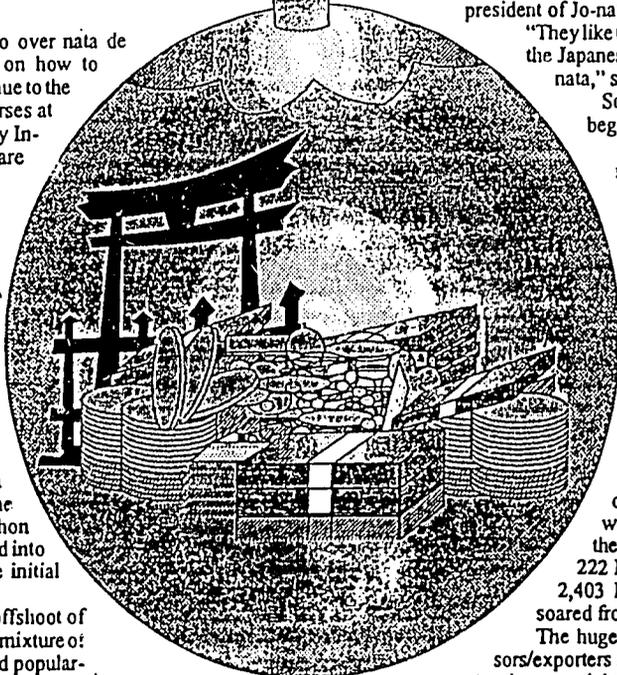
During the period January-September 1993, the volume of exports to Japan grew at a whopping 982% compared to the same period last year. From 222 MT, the volume swelled to 2,403 MT. The value of exports soared from \$344,000 to \$4,244,000.

The huge demand saw local processors/exporters scampering for supply, creating overnight an army of backyard nata de coco producers.

With just P5,000, a nata de coco producer can earn between P8,000 and P13,000 monthly, more than the monthly take-home-pay of an ordinary government employee here.

Among the thrill'ed entrepreneurs are Rico Villareal and Frankie Araneta, both 23-year old UPLB senior agricultural economic students, who got a 10-ton order from San Miguel Corp. recently.

The students took out a P250,000 loan for capital, hired eight school dropouts, and



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put up shop behind the Villareal home.

The young entrepreneurs have sold five tons of nata to SMC for P12/kilo. Nata here sells from P10 to P15/kg.

At the rate they are producing, the students project net monthly earnings of at least P40,000 each. Their workers get as much as P4,900 monthly, more than the salary of an average UPLB employee.

Another entrepreneur who saw a good opportunity in nata production is Emi Catacutan. With the help of her family, Emi started growing nata in their house at Odelco Subdivision in Novaliches, Quezon City last September. With only P20,000 as capital investment, she produced 7 MT in two months. She sold her raw nata at P15 per kilo raking in gross sales of some P100,000. Her initial success inspired other households in their area. "As of early November, there were already about 20 other families in our subdivision growing nata," she says.

Nata growers like Emi sell their produce to various processors. They call up as many processors as possible and canvass for the highest buying price. Others have contract growing schemes with individuals.

Universal Food Corporation export officer Giancarlo Villaraza says that whenever their subcontractors fail to meet their requirement, they open the market and deal with the household growers. He notes though that household-growers offer fluctuating prices.

Nata is priced according to quality. Class A (export quality) nata fetches P12-16 per kilo, the maximum quote being paid during production shortfalls.

The softer Class B or domestic quality nata commands P1-2 lower than the Class A. The trading arrangement (whether the produce is delivered to the processor's plant or to be collected from the grower's place) is another consideration in pricing.

"Going door-to-door is a good alternative but we cannot be certain on the quality and volume we can gather. He cites instances when a sale is about to be closed but the seller would change his mind and wait for other buyers who may offer a better price.

"I cannot blame them because a one-peso-per-kilo difference is important to these small growers," Villaraza says.



mand of 600 MT per month but hopes to meet the demand by the first quarter of 1994 through the contract growing scheme.

Universal Food Corporation, another firm engaged in nata export, is considering the contract growing scheme. Company officials believe that the arrangement is mutually beneficial as it assures the processor with supply while the grower is assured of a market.

Villaraza says independent growers may be earning more at the moment by selling to the highest bidder. He asserts however that this bonanza is short term. "When the market demand starts to level off, they would find difficulty marketing their nata," Villaraza asserts.

There are indications the prevailing seller's market situation is turning into a buyer's market. With the ever-increasing number of nata producers, today's growers — with their hundreds of thousands of nata trays being fermented — are already apprehensive about how they could efficiently market their produce.

Fear of downswing in prices due to oversupply already looms. From an all-time high of P16-20 per kilo last September and October, the processors' buying price started inching down at about one peso per week. By the end of November the price range has slid to P12-14/kg.

"With an army of growers, the processors no longer seek out supply in the open market paving the way for traders to enter the marketing scene," observes Emi Catacutan. "These traders are buying our nata at P2-4 cheaper than the prevailing price. We're forced to deal with them since the processors do not come to us anymore."

Another grower in a subdivision in Novaliches laments that the processors now deal only with their barangay captain who serves as assembler/trader. While the processors buy at P14-16/kilo, the barangay captain buys the nata from growers at only P12/kilo. But then some are getting only P10/kilo after being told that their nata is of poor quality.

Many small and medium-scale producers in Los Baños had attempted to go direct to the Japanese market but found the doors closed to them. Jetro, a Japanese business organization which has cornered the supply

To arrest fluctuating prices and get assurance on the quality and quantity of supply of raw nata, some processors have started to go into contract growing.

Instafood, a subsidiary of San Miguel Corporation, which still relies on the open market for supply to augment its own production is looking for contract growers. It has temporarily stopped accepting contract growing applications after the figures have reached more than 200.

Francisco Pascua, Instafood plant operations manager, says their firm, under the contract growing scheme, will supply the grower all the ingredients — coco creme, sugar, ascorbic acid, the initial mother liquor — and the container trays. The contract grower will only shoulder the operating expenses, provide the growing area and labor.

Pascua says Instafood is currently meeting only 10% of their Japanese buyers' de-

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of nata in the Philippines, told one producer that only registered companies like San Miguel will be entertained.

Dr. Ricardo del Rosario, food chemist at UPLB's Institute of Food Science and Technology (IFS1) and consultant to the Nata Committee of the Philippine Food Export Manufacturers, says competing nata growers should organize and maintain good quality to make the Philippine product competitive in the world market.

"If they are organized, the nata growers can help bring down artificially high prices of raw materials and enable them to penetrate markets better," says del Rosario.

Prices of raw materials such as plastic molds, coconut, sugar and even insect repellants have gradually increased over the last two months because of huge demand. In Laguna, for example, plastic molds, a monopoly of some traders, now sell as high as P22 from only P7 in August. Price of acetic acid has also risen from P500 per 20-kilogram container to P520-P550.

Del Rosario notes that "jealousies" have cropped up among competing producers in three major nata-growing areas: Laguna and adjacent towns, Novaliches in Quezon City and Malvar in Batangas.

So nasty has the competition become that rumors are being spread about the poor quality of the nata that comes from a certain area.

With or without the "word war" processors/exporters like Jona's and KAREXX say a lot of raw nata nowadays do not pass the Class A standards. Officials of the two firms add that only 50% of the raw nata offered to them by backyard growers is of acceptable quality.

"There is now an oversupply of poor quality nata," notes Dr. Sanchez, who is now known as the "nata de coco queen" for developing a technique that improved the nata's commercial production. A holder of Ph.D. in applied microbiology from the University of Tokyo, she now works as a food fermentation specialist at the University of the Philippines Institute of Food Science and Technology.

Sanchez attributes the poor quality to weather changes which result in soft (*lusak*) nata and, worse, to the malpractices committed by the growers themselves. She says some growers try to hasten the growing period of the nata from the regular 8-12 days to as short as 4-5 days which interferes with the nata organism's natural growth.

"They are using additives which may not be harmful to the health of the consumers but results in soft, prematurely grown nata, and which chemical composition would not pass the stringent Japanese standard of zero preservative and zero additive content," Sanchez explains. Consequently, these growers who try to increase their earnings the wrong way by shortening the gestation period, end up losing more.

Another malpractice has been observed among repackers of glacial acetic acid. A test on samples of the acid from Divisoria and

nata prematurely, hence are soft; some don't use the proper ingredients; sometimes their operations are not sanitary; some do not use sharp cutters thereby producing different sizes; others mix the trimmings with the good cuts."

KAREXX still buys in the open market, but is now getting 50% of its requirements from its own production. The firm also has expansion plans. Still, Tanchanco claims they want backyard growers to continue supplying them. "I always tell the suppliers: Don't force us to do this all by ourselves. Be our partners. Just give us fix priced quality nata and we'll make it together in the world market," says Tanchanco.

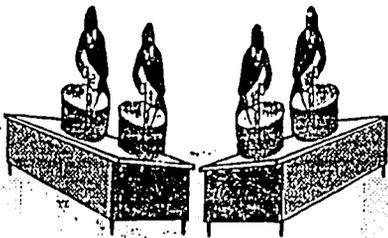
The Philippines is the current market leader in nata in Japan which absorbs 87% of our total exports. But local industry players are apprehensive that we cannot maintain that edge for long. They have historical lessons to fear: we pioneered and initially dominated the exports of coconut milk, young corn, prawns and tuna but have allowed other countries to get a bigger share of the market.

One of the country's distinct advantages is that it holds the key to the production of mother liquor, the most essential ingredient to grow nata. Firms linked to large Japanese conglomerates, including Mitsubishi and Marubeni, are after the formula to produce mother liquor. Local scientists, however, are guarding the technique. Failing to acquire it, some foreign entities are resorting to other approaches. An Indonesian firm planning to manufacture nata, for example, has asked Sanchez to work for them as consultant. She turned down the offer.

However, Sanchez's formula is already known to other local scientists. One corporation is reportedly using a modified version of the Sanchez formula obtained through former trainees of Sanchez. There are unconfirmed reports that say our coconut producing neighbors, Thailand and Indonesia, have gotten hold of the nata technology and are gearing to creep into the market.

Had Thailand and Indonesia succeeded in acquiring the entire technology to produce nata, the Philippine competitive edge would certainly be blunted. The two countries can offer a lower selling price since they pay 30% less for their cans, 40% lower for bottles, and their sugar is priced 50% lower than ours.

But even in the absence of a competitor,



Bulacan sold in 20-kilogram containers revealed that the acid is diluted. "Instead of having a concentration of 99%, the acid has been weakened with water down to 90%," Sanchez says. A foreign-brand acetic acid was even found to have only 75% concentration.

But a more devastating malpractice is selling spent mother liquor. Any grower who has unsuspectingly used adulterated acetic acid or spent mother liquor ends up with *lusak* nata.

Jesus Tanchanco of KAREXX says a number of raw nata growers fail to meet their standards because "some are harvesting the

# Nata's dark production side

PRODUCING nata de coco is not all pesos and cents. It is also about the huge amount of acids used in its production. And many producers have not yet probably realized that nata de coco production pose potential dangers to health and the environment.

Dr. Priscilla Sanchez, a food fermentation specialist from the UP Institute of Food Science and Technology and Dr. Rudy Cuevas, assistant professor of the UP Institute of Environmental Science and Management, said nata's waste water, with a 2.4 to 2.5 pH, is too acidic for a normal environment. Grass stops growing and leaves turn brown, it was pointed out. And with the big number of nata producers in the Laguna area, the toxic water may reach Laguna Lake and further pollute it, said another.

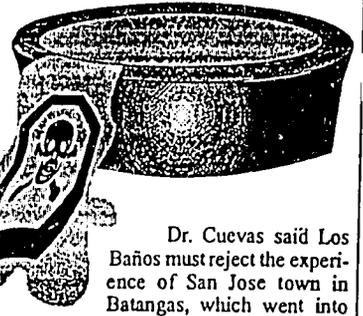
The scientists suggested that acidic wa-

ter should be mixed with lime or ash before it is thrown away.

Acetic acid fumes can cause eye problems including blindness, respiratory diseases and skin burns, the experts also warned. It is usual to feel dizzy after mixing chemicals, said a participant who has been producing mother liquor and is asthmatic.

Fumes may affect members of households engaged in backyard production. Lung and heart disorders similar to those caused by acid rain or intense air pollution may be expected.

Workers are advised to wear protective masks and rubber gloves when mixing glacial acetic acid into the coconut mix. It is also suggested that production as well as incubation be done away from living quarters.



Dr. Cuevas said Los Baños must reject the experience of San Jose town in Batangas, which went into swine production without ensuring proper waste water disposal. They dumped their waste into the rivers and earned the ire of their neighbors downstream.

Cuevas also warned that uncontrolled production of nata de coco will eventually strain Los Baños' water resources. Nata requires clean water; most residents in Los Baños simply draw water from artesian wells. (PNF)

the country still stands to lose by default. This would happen if producers fail to adhere to quality standards.

There are now 15 new brands of Philippine nata in the Japanese market obviously trying to get a piece of the action. The proliferation of neophytes whose primary concern is profit may altogether bring down the product.

Philip Young of Jo-na's tells the story of a Japanese girl who, after tasting nata produced by one of the 15 new brands in the Japanese market, promised to herself not to touch nata again. This story illustrates the importance of quality.

Young explains the Japanese Ministry of Health and Consumer Welfare only checks on the chemical contents of the products but doesn't pass judgment on the taste. The taste test would have to be done by consumers. "It is imperative therefore to maintain the good quality and taste of our products, otherwise, the interest or curiosity of the Japanese on our nata would simply fade away," Young says.

To help protect the quality and image of the Philippine nata, the Philippine Food Processors and Exporters Organization (Philfoodex) recently came up with quality standards for nata to guide the thousands of growers, about 20 processors and about 50 exporters.

Philfoodex says that Class A or export quality nata, based on the Japanese standards and preferences, is firm and chewy; has smooth surface; colored white and translucent without discerning discoloration; clean odor without discernible acetic acid or the aroma of fermented coconut; with zero filth content; zero additive and preservative con-

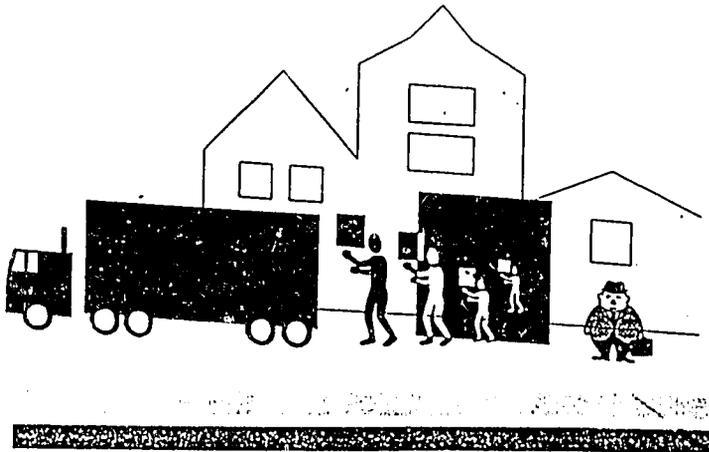
tent; zero to 25% sugar concentration; with less than one microbial count on yeast and mold; less than one total plate count; negative microbial count on *E. coli* and *Salmonella*; and less than 4.6 PH.

The organization is also working on the accreditation of quality producers of raw nata. Philfoodex will soon start stamping the products of its members with "quality seal" to assure importers that such product have met the association's standards.

The Japanese market is still enormous. So huge is demand that it is still hardly met by local supply. "The demand could be dou-

ble or triple our country's existing production," says Villaraza of UFC. "For every container, there are easily five or six other buyers wanting to get it," Tanchanco adds.

The growing demand can probably be attributed to nata's growing use. The product is not only consumed as an exotic dessert but is likewise used as an ingredient in fruit salad, ice cream, sherbet, or cold soup. Its popularity transcends all ages, especially after being promoted as



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a high-fiber diet and colon cancer-preventive food that aids in cleansing the stomach. It is likewise being recommended for pregnant women and the elderly.

Industrial uses of nata are also being looked into. The fibrous nata, some quarters say, can be developed into cones or baffles for speakers in audio products. Researches are ongoing on its uses as a special thread for surgical operations and as fiber optics insulator for outer space equipment.

Apart from its widening functions, there are also other new markets to conquer. The bulk of the nata exports in 1992 went to Japan (53%), reaching 30 other countries in minimal volumes. "The craze over nata de coco in Japan is slowly spreading to other countries," says Tanchanco. "My son who is in the US reports that the American market is growing. We may double our exports to the US." Moreover, Tanchanco's firm is starting to receive inquiries from Singapore, Taiwan, and Hong Kong.

Korea is another potential market while Saudi Arabian market can still be developed. The product can also be a hit in Europe since Europeans have a penchant for exotic health foods.

The popularity of nata de coco has its spillover. It is already pulling the relatively unknown nata de piña into the picture. The little more expensive nata de piña (nata de coco commanded \$1.26 per kilo in the world market in 1992 while nata de piña fetched \$1.86 a kilo) was exported to some 27 countries in 1992. Major markets were USA (51%), Canada (13%), Saudi Arabia (7%), Kuwait (5.9%), and Guam (5.6%).

Amid the bright prospects of nata de coco loom gloomy questions: Is the demand merely brought about by a craze which is here today and gone tomorrow? Or will it become a permanent fixture in the foreigners' diet?

Sanchez says that Japanese businessmen have projected that demand will continue to grow in the next five years before it plateaus. But even with this projection, nobody can say with certainty that the demand for nata will continue. It is probably this uncertainty in nata's fate which drives everybody to join the bandwagon and cash in on the windfall.

Production of nata is a sensitive process. The mixture self-destructs with the onslaught of bad weather, when shaken, disturbed by noise and invaded by dust or dirt. It is the same care and caution exercised in the production process that should likewise be practiced in the marketing of nata. Only then can Filipinos reap profit from this truly Philippine-made product for a long, long, long time. - With additional reports from Philippine News and Features.

WANT TO JOIN THE BANDWAGON?**Make your own nata**

NATA de coco production generates labor, employment and money.

This livelihood endeavor is ideal in the country's coconut producing areas like Laguna, Batangas, Cavite, Quezon, Cagayan de Oro, and Iloilo. However nata producers have also been sprouting in the non-polluted areas within or near Metro Manila like Novaliches and Fairview in Quezon City, and Antipolo, Rizal.

Nata de coco can be produced using boiled coconut water or diluted coconut milk as the substrate. Use of the latter is, however, recommended. "Using coconut milk is more economical and control of contamination is easier," according to Dr. Priscilla C. Sanchez of UPLB-Institute of Food Science and Technology, who developed the new method.

Materials

Coconut grater	Strainer
Weighing scale	Cheese cloth
Basin	Mixing container
Ladle	Fermenting jars

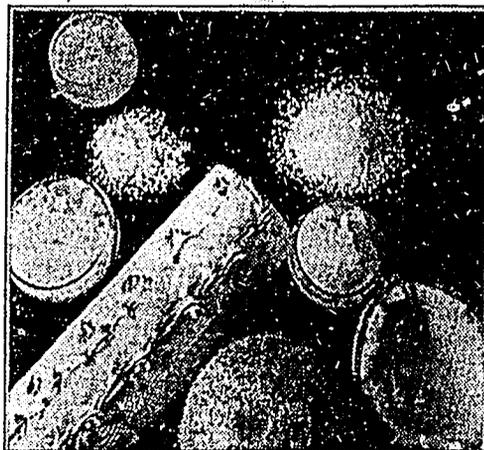
Formulation:

1.0 kilo	grated coconut
2.0 kilos	refined sugar
400 ml.	glacial acetic acid
5 liters	mother liquor
28 liters	water

Procedure:

1. Place the grated coconut in a basin and add 2 liters of water. Mix and squeeze grated coconut in water. Filter through cheese cloth.

2. To the extracted coconut milk, add 26 liters of water to complete the 28 liters diluting water. Add the remaining ingredients in the formulation (refined sugar, glacial/acetic acid and mother liquor). Use a wooden ladle enough to reach the bottom of the mixing container for stirring.

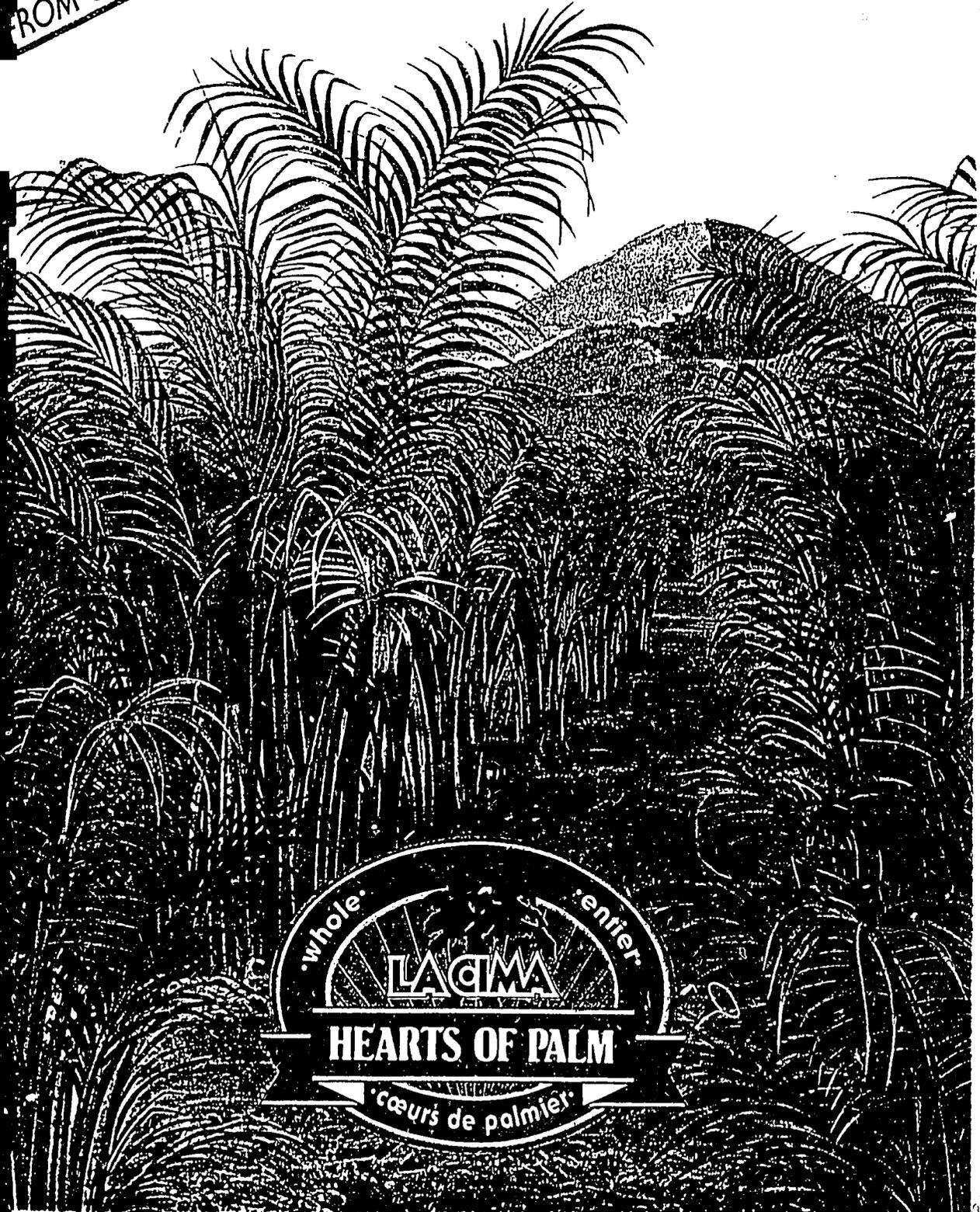


3. Dispense the mixture into fermenting containers monitoring the height of the liquid approximately 2 inches (500 ml). For the standard square jars this is approximately 500 ml. Cover the containers with paper fitted with rubber band. In case of more jars, 3 or more layers can be piled on top of the other to maximize space.

4. The fermenting mixture is left undisturbed for 10 to 12 days. When optimum conditions are provided the thickness of nata ranges from 3/4 of an inch to 1 inch.

The nata organisms prefer warm ambient temperature (28-32C) and so the best time of the year to produce nata is from April to July. During cold months, it may be necessary to use an improvised heater to maintain a high level of productivity.

COSTA RICA  
FROM COSTA RICA



whole entier

**LACIMA**

**HEARTS OF PALM**

cœurs de palmier

## HEARTS OF PALM

Prior to 1970 hearts of palm was obtained from wild palm trees in Costa Rica. This method of harvesting hearts of palm caused irreparable ecological damage due to deforestation.

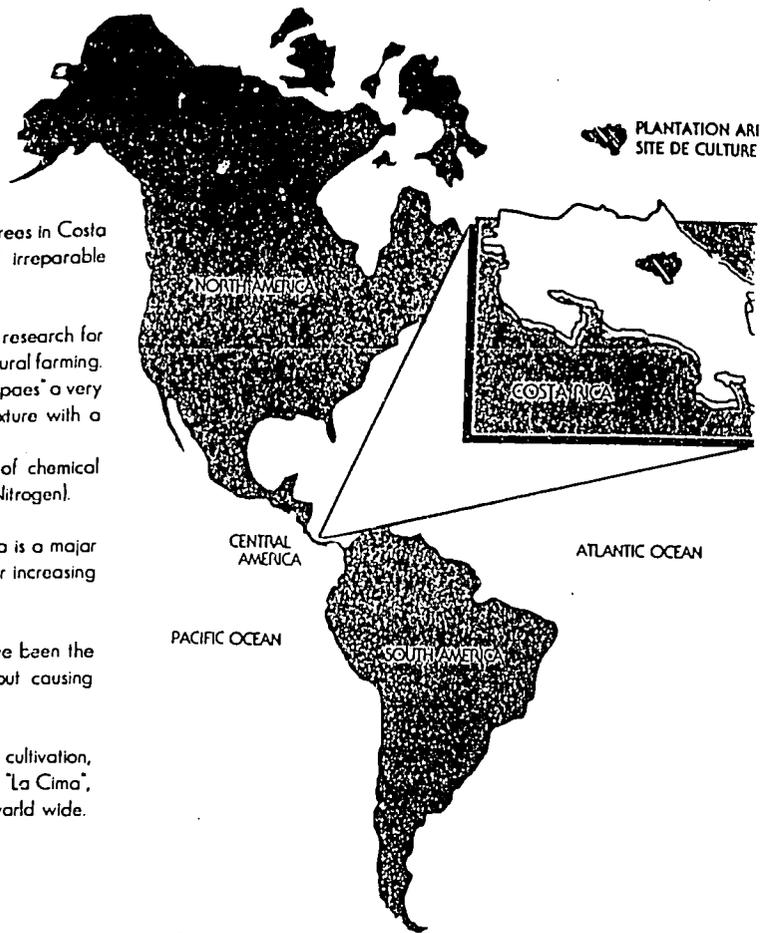
In the early 70's "Demasa- Conservas Del Campo" initiated research for the development of a "HYBRID" palm tree suitable for agricultural farming. The results of this research produced the variety "Bactris Gasipaes" a very high quality hearts of palm consistent in size, color and texture with a calorie content of only 28 per 100 grams.

The "Bactris Gasipaes" variety requires little application of chemical fertilization as this is mainly provided by natural nutrients (Nitrogen).

The continuous harvesting of wild palm trees in South America is a major ecological concern as deforestation is accelerating at an ever increasing pace.

We at "Demasa- Conservas Del Campo" are proud to have been the innovators of agriculturally produced hearts of palm without causing damage to the environment.

Today more than 1000 hectares of our plantations are under cultivation, exporting high quality hearts of palm under the brand names "La Cima", "Irazú", "Del Campo" and many private labels to countries world wide.



## COEURS DE PALMIER UN PRODUIT EXOTIQUE DU COSTA RICA

Le chou-palmiste provenait des variétés sauvages poussant dans la forêt tropicale humide de la côte atlantique du Costa Rica. Ce type d'exploitation, sans plan de gestion, représentait le sacrifice de milliers d'arbres par an, provoquant un impact écologique important.

C'est au début des années 70 que Conservas del Campo (Division de Demasa) a menée des recherches pour développer une variété permettant la culture du palmier à grande échelle pour la production du chou-palmiste.

Une caractéristique principale de cette production est l'excellente qualité obtenue du produit fini. Dans les pays d'Amérique du Sud, les sites d'exploitation s'éloignent des lieux de transformation.

Plus les arbres sont coupés dans la forêt suivant une exploitation sauvage, plus on menace l'équilibre écologique.

Les coupeurs ont tendance à récolter les arbres les moins éloignés, même s'ils ne correspondent pas toujours aux critères garantissant la qualité.

Les coeurs de palmier de Conservas del Campo, cultivés dans nos propres plantations, nous permettent de maîtriser la production.

Le produit fini est d'une grande finesse, régulier et d'une tendreté irréprochable. Il s'agit d'un produit haut de gamme sous les marques La Cima, Irazú, Del Campo et d'autres marques privées.

## PALMENHERZEN

Vor 1970 wurden Palmenherzen aus wildwachsenden Palmen in Costa Rica gewonnen. Dieser Erntemethode von Palmenherzen fielen Tausend von Palmen zum Opfer und ökologische Schäden waren die Folge.

Anfang der 70iger Jahre begann die Firma "Demasa-Conservas de Campo" mit der Forschung zur Entwicklung einer Hybrid-Palme für den landwirtschaftlichen Anbau. Das Ergebnis dieser Forschung war die Varietät "Bactris Gasipaes", aus der sehr hochwertige Palmenherzen mit nur 28 Kalorien pro 100 g gewonnen werden. Die Varietät "Bactris Gasipaes" benötigt nur geringe chemische Düngung, die hauptsächlich von natürlichen Nährstoffen (Stickstoff) stammt.

Die Ernte von wildwachsenden Palmen in Südamerika ist ein großes ökologisches Problem, weil die Entwaldung mit immer schnellerem Tempo voranschreitet.

Wir bei "Demasa-Conservas del Campo" sind stolz darauf, als Innovator Palmenherzen ohne Schaden für die Umwelt zu produzieren.

Heute haben wir Plantagen mit Plantagen mit mehr als 1000 ha kultiviert und exportieren qualitativ hochwertige Palmenherzen unter den Markennamen "La Cima", "Irazú", "Del Campo" und andere Marken in die ganze Welt.



PRODUCT SPECIFICATIONS      SPECIFICATION DU PRODUIT

Product	Packages Per Case	Case Dimension In mm	Type of Packaging	Gross Weight per Case (Kg)	Unit Packaging Dimensions	Unit Package gross Weight (Kg)	Unit Package Net Weight (Kg)
Produit	Conditionnements No Unités	Dimensions du Carton	Recipient	Poids Brut (Kg)	Dimensions du recipient	Poids Brut du recipient (Kg)	Poids Net (Kg)
Whole 1 Kilo Entier 1 Kilo	12	415x315 x130	Tin Can Boite	11.65	401x411	0.924	0.820
Whole 1/2 Kilo Entier 1/2 Kilo (14)	24	302x232 x247	Tin Can Boite	11.80	214x410	0.47	0.410
Whole 1/2 Kilo Entier 1/2 Kilo (14)	12	302x232 x128	Tin Can Boite	6.05	214x410	0.47	0.410
Whole Premium Entier Premium (14)	12	346x260 x116	Glass Jar Bocal	7.95	45 cl	0.63	0.410
Whole Extrafine Entier Extrafins (14)	6	259x173 x116	Glass Jar Bocal	4.05	45 cl	0.63	0.410
Pic - Nic Extrafine Pic - Nic Extrafins (7)	12	283x217 x93	Glass Jar Bocal	4.25	22.3 cl	0.32	0.20
Marinated Marinée (7)	12	283x217 x93	Glass Jar Bocal	4.25	22.8 cl	0.33	0.210
Marinated Marinée (* 10)	6	478x324 x188	Tin Can Boite	20.95	603x700	3.28	3.00
Tips and Cuts Tranches et Morceaux (14)	12	346x260 x116	Glass Jar Bocal	7.95	45 cl	0.63	0.410
Tips and Cuts 1 Kilo Tranches et Morceaux 1 Kilo	12	415x315 x130	Tin Can Boite	11.65	401x411	0.924	0.820
Tips and Cuts Tranches et Morceaux (14)	24	302x232 x247	Tin Can Boite	11.80	214x410	0.47	0.410
Tips and Cuts Tranches et Morceaux (*10)	6	478x324 x188	Tin Can Boite	20.95	603x700	3.28	3.00



Weight (kg)	Liquid Ingredients	Number of Pieces per Package	Dimensions of pieces in package (Ø length mm)	Cases Per Container 20 feet
16 (kg)	Composition du liquide	No. de Morceaux	Dimensions des Morceaux (Ø longueur mm)	No. de Cartons par Container 20
0.500	Water, Salt, Citric Acid Eau, Sel, Acide Citrique	6-10	20-35 90	1545
0.220	Water, Salt, Citric Acid Eau, Sel, Acide Citrique	4-10	15-28 90	1500
0.220	Water, Salt, Citric Acid Eau, Sel, Acide Citrique	4-10	15-28 90	3000
0.250	Water, Salt, Citric Acid Eau, Sel, Acide Citrique	5-7	22-28 80	2250
0.250	Water, Salt, Citric Acid Eau, Sel, Acide Citrique	8-12	14-21 80	4200
0.125	Water, Salt, Citric Acid Eau, Sel, Acide Citrique	7-12	< 21 60	4235
0.140	Water, Vinegar, Oil, Salt, Citric Acid, Spices Eau, Vinaigre, Huile, Sel, Acide Citrique, Spices	Weight Poids	15-25	4235
2.0	Water, Vinegar, Oil, Salt, Citric Acid, Spices Eau, Vinaigre, Huile, Sel, Acide Citrique, Spices	Weight Poids	15-25	900
0.250	Water, Salt, Citric Acid Eau, Sel, Acide Citrique	Weight Poids	15-25	2250
0.500	Water, Salt, Citric Acid Eau, Sel, Acide Citrique	Weight Poids	15-25	2250
0.240	Water, Salt, Citric Acid Eau, Sel, Acide Citrique	Weight Poids	15-25	1500
0.240	Water, Salt, Citric Acid Eau, Sel, Acide Citrique	Weight Poids	15-25	900





PROCESS LINE  
LIGNE DE PRODUCTION

# M & S FOOD INDUSTRIES SDN. BHD.

## TARIF DES PRODUITS

NO.	PRODUIT	TYPE D'EMBALLAGE	F.O.B. PORT KLANG	EMBALLAGE	POIDS BRUT	DIMENSION DE BOITE EXTERIEURE	CONTENEUR 1 X 20
			(US\$/CARTON)		(KG/CARTON)	(M <sup>3</sup> )	(CARTONS)
A.	JUS DE FRUITS	PAQUET					
1.	M & S JUS DE NOIX DE COCO	PKLCOMBIBLOC	4.80	250ML * 24PQTS/CTN	6.5	0.0086	2800
2.	M & S JUS DE NOIX DE COCO	PKLCOMBIBLOC	4.80	500ML * 12PQTS/CTN	6.5	0.0086	2800
3.	M & S BOISSON AVJUS DE NOIX DE COCO	PKLCOMBIBLOC	4.80	250ML * 24PQTS/CTN	6.5	0.0086	2800
4.	M & S BOISSON COCOLIMOS.	PKLCOMBIBLOC	4.80	250ML * 24 PQTS/CTN	6.5	0.0086	2800
5.	M & S BOISSON PINA COLADA	PKLCOMBIBLOC	4.80	250ML * 24PQTS/CTN	6.5	0.0086	2800
6.	M & S BOISSON AVJUS DE GOYAVE	PKLCOMBIBLOC	4.80	250ML * 24PQTS/CTN	6.5	0.0086	2800
6.	M & S JUS DE NOIX DE COCO	BOITE	6.50	250ML * 24 BOITES / CTN	7.6	0.0109	2500
7.	M & S BOISSON AU JUS DE NOIX DE COCO	202 * 504 BOITE	6.50	250ML * 24 BOITES / CTN	7.6	0.0109	2500
B.	CREME/LAIT DE NOIX DE COCO						
8.	JAYA CREME A LA NOIX DE COCO	PKLCOMBIBLOC	8.50	200ML * 24 PQTS / CTN	5.5	0.00672	2800
9.	M & S LAIT DE NOIX DE COCO	300 * 407 BOITE	9.50	400ML * 24 BTE/CTN	12.0	0.0178	1500
10.	M & S CREME A LA NOIX DE COCO						
11.	CREME A LA NOIX DE COCO EN GROS	300 * 407 BOITE SAC DE PAPIER D'ALUMINIUM	11.00 30.00	400ML * 24 BTE / CTN 20KG * 1 SAC / CTN	12.0 21.5	0.0178 0.0266	1500 900
12.	CREME A LA NOIX DE COCO EN GROS	SAC DE PAPIER D'ALUMINIUM	7.50	5KG * 1 SAC / CTN	5.0	0.0056	3300
13.	NOIX DE COCO SÉCHÉE ALLÉGÉE	SAC DE PAPIER KRAFT AVEC SAC P.E A L'INTERIEUR (PRIX INDICATIF)	*13.00	25KG * 1 SAC / CTN	26.0	-	325 SACS

PAIEMENT : PAR LETTRE DE CREDIT IRRÉVOCABLE A VUE

VALIDITÉ DES PRIX : SIX MOIS A PARTIR DE CE DEVIS

DATE : LE 23 OCTOBRE 1994

M & S FOOD INDUSTRIES SDN BHD

PRODUCTS' PRICE LIST

NO	PRODUCTS	TYPE OF PACKING	FOB PORT KLANG	PACKING	GROSS WT	OUTER CTN MEASUREMENT	CONTAINER 1 X 20'
<b>A</b>	<b>FRUIT JUICES</b>	<b>PACKET</b>	(US\$/CTN)		(KG/CTN)	(M3)	(CARTONS)
1.	M & S COCONUT WATER	PKL COMBIBLOC	4.80	250 ML * 24 PACKS/CTN	6.5	0.0086	2,800
2.	M & S COCONUT WATER	PKL COMBIBLOC	4.80	500 ML * 12 PACKS/CTN	6.5	0.0086	2,800
3.	M & S COCONUT JUICE DRINK	PKL COMBIBLOC	4.80	250 ML * 24 PACKS/CTN	6.5	0.0086	2,800
4.	M & S COCO LIMOS DRINK	PKL COMBIBLOC	4.80	250 ML * 24 PACKS/CTN	6.5	0.0086	2,800
5.	M & S FINA COLADA DRINK	PKL COMBIBLOC	4.80	250 ML * 24 PACKS/CTN	6.5	0.0086	2,800
6.	M & S GUAVA JUICE DRINK	PKL COMBIBLOC	4.80	250 ML * 24 PACKS/CTN	6.5	0.0086	2,800
		<b>TIN CAN</b>					
6.	M & S COCONUT WATER	202 * 504 CAN	6.50	250 ML * 24 CANS/CTN	7.6	0.0109	2,500
7.	M & S COCONUT JUICE DRINK	202 * 504 CAN	6.50	250 ML * 24 CANS/CTN	7.6	0.0109	2,500
<b>B</b>	<b>COCONUT CREAM/MILK</b>						
8.	JAYA COCONUT CREAM	PKL COMBIBLOC	8.50	200ML * 24 PACKS/CTN	5.5	0.00672	2,800
9.	M & S COCONUT MILK	300 * 407 CAN	9.50	400 ML * 24 CANS /CTN	12.0	0.0178	1,500
10.	M & S COCONUT CREAM	300 * 407 CAN	11.00	400 ML * 24 CANS /CTN	12.0	0.0178	1,500
11.	BULK PACK COCONUT CREAM	ALUMINIUM FOIL BAG	30.00	20 KG * 1 BAG /CTN	21.5	0.0266	900
12.	BULK PACK COCONUT CREAM	ALUMINIUM FOIL BAG	7.50	5 KG * 1 BAG /CTN	5.0	0.0056	3,300
13.	LOW FAT DESICCATED COCONUT	KRAFT PAPER BAG WITH INNER P.E BAG	* 13.00	25KGS * 1 BAG/CTN	26.0	-	325BAGS

\* (INDICATIVE PRICE)

PAYMENT : BY CONFIRMED IRREVOCABLE LETTER OF CREDIT AT SIGHT

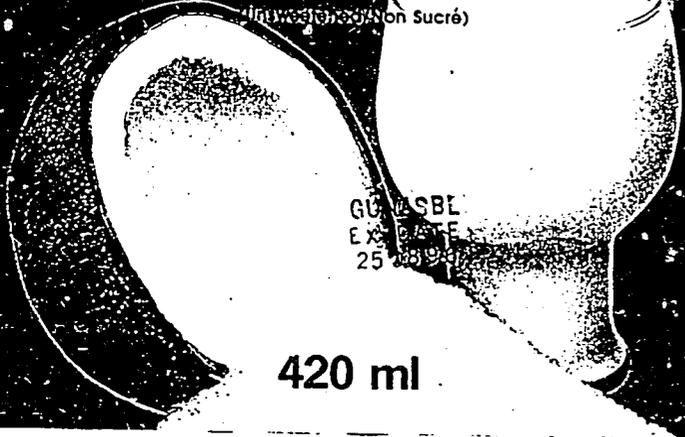
PRICE VALIDITY : 6 MONTHS FROM DATE OF THIS QUOTE.

DATE : 23RD OCTOBER 1994



# COCONUT MILK

(In French: Lait de Coco Non Sucré)



GITI SBL  
EX 1007 E  
25

420 ml

# شراب جوز الهند SANTAN KELAPA COCOJUS

(In Arabic: شراب السان كوكو)

Produit: Lait de Coco non sucré (Non Sucré)  
Cocojús (In Arabic: شراب السان كوكو)

1. Reakcija: Water Coconut Milk (Cocojús) is a natural milk that is soft and rich in taste.
2. This Coconut Milk is produced in such a way that it is fresh and contains all the natural goodness of the coconut.
3. The product has been duly sterilized and has a shelf life of 24 months.
4. Please do not refrigerate after opening (Refrigerate prior to opening).

Produced by:  
M & S Food Industries Sdn. Bhd.  
11010, Jalan Perak, Ipoh, Perak, Malaysia.  
Tel: 60-5-5263119

NET 15 OZ. FOLDS NET 425g

Agiter avant usage

SHAKE WELL  
BEFORE USE



9 312090 630083

Buatan Malaysia  
Product of Malaysia  
Produit de Malaisie



## Quality COCONUT MILK

LAIT DE NOIX DE COCO  
KOKOSMELK

椰奶



400 ml Net 14 Fl. Oz.

Produced by:  
M & S Food Industries  
Sdn. Bhd.  
Ipoh, Perak, Malaysia.  
Fax: 60-5-5263119

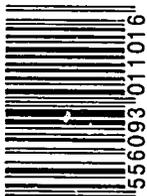
M & S Coconut Milk is extracted from quality coconut kernel. It is ideal for making curry dishes, cakes and cookies. Delicious as a topping for ice-cream, fruits and desserts.

Ingredients: Extract of fresh coconut kernel and water.

Directions: Shake well before opening. Refrigerate after opening and use within 5 days.

Best Before End Date on Base of Can.

PRODUCT OF MALAYSIA



9 556093 011016

Le lait de noix de coco M & S est extrait des meilleures noix de coco mures. C'est idéal pour les plats au curry, les gâteaux et les biscuits. Délicieux sur les glaces, les fruits et les desserts.

Ingrédients: Pur lait de noix de coco, eau.

Instructions: Bien agiter avant d'ouvrir. Garder au frais après ouverture et utiliser dans les 5 jours.

A consommer avant la date indiquée au bas de la boîte.

M & S kokosmelk is een extract van goede kwaliteit kokos. Het is ideaal voor het maken van kerne gerechten, cake en koekjes. Het is ook heerlijk als saus over ijs, fruit en toetjes.

Ingrediënten: Extract van verse kokos(noot) en water.

Gebruiksaanwijzing: Goed schudden voor gebruik, na openen koel bewaren in de kcelkast en binnen 5 dagen gebruiken.

Gebruik het voor de einddatum aangegeven op de bodem van het blik

M & S 椰奶是採用精選椰子所制成。最適用於煲咖哩，做蛋糕和餅干。加于雪糕、水果和甜品上，味道更好。成份：純椰漿、水。

用法：用前搖勻。

開罐後宜冷藏。五天內食用。

製造日期：如罐底所顯示。

請於罐底所示日期前使用。



## DESICCATED COCONUT LOW FAT

### SPECIFICATIONS

Moisture	:	3 % Max.
Fat	:	45 % Max.
FFA (Free Fatty Acid)	:	0.15 % Max.
pH	:	6 Max.
SO <sub>2</sub>	:	Absent
Total Bacteria Count	:	10,000/gram Max.
E. Coliform Count	:	Absent
Coliform Count	:	Absent
Salmonella	:	Absent
Aflatoxine	:	Absent



**DESICCATED COCONUT  
HIGH FAT**

**SPECIFICATIONS**

Moisture	:	3 % Max.
Fat	:	60 % – 70 %
FFA (Free Fatty Acid)	:	0.15 % Max
pH	:	6 Max.
SO <sub>2</sub>	:	50 ppm (parts per million) Max.
Total Bacteria Count	:	10,000/gram Max.
E. Coliform Count	:	Absent
Coliform Count	:	Absent
Salmonella	:	Absent
Aflatoxine	:	Absent



N A T U R A L  
'C|H|O|I|C|E'



## LOCATION



*Malaysia has one of the fastest growing economies in the world. The state of Perak is located in the west coast of Peninsular Malaysia. Its capital, Ipoh, is known as the "town that the bull".*

*Rich in natural resources and well connected by many of its infrastructure, Ipoh is a rapidly developing cities in Malaysia.*



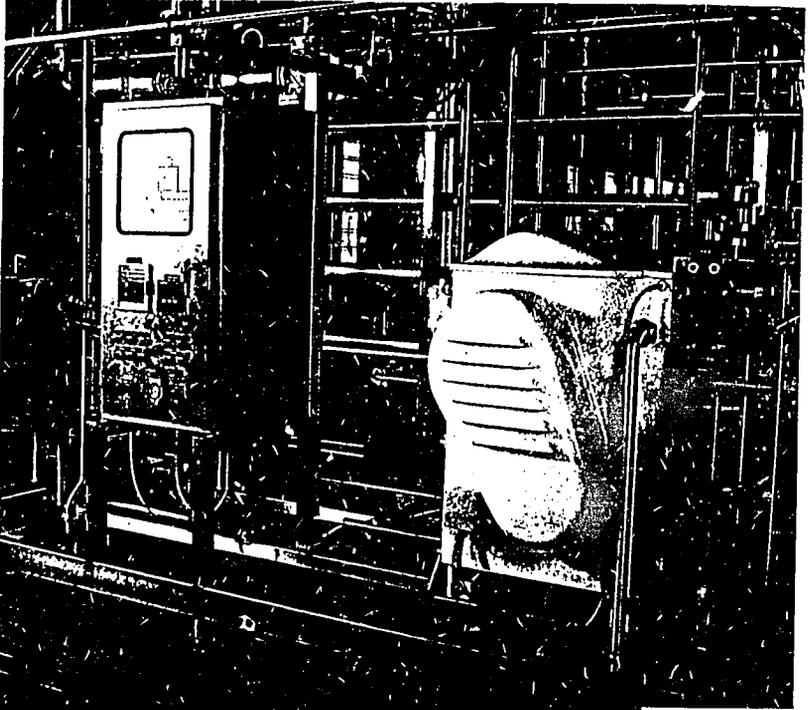
## OUR COMPANY



*Established in 1988, M & S Food Industries is the leading producer of coconut-based products in Malaysia and the Asia-Pacific region. The company also produce a wide range of natural tropical fruit juices.*

*With a reputation for honesty, integrity and innovation, we will strive to meet our objectives. Encourage growth in our employees. Serve our existing customers and seek out new ones. Anticipate change and adapt to it.*

*M & S Food Industries is committed to produce consistent high quality products to meet the requirements of our customers worldwide.*



*CANNING  
LINES*



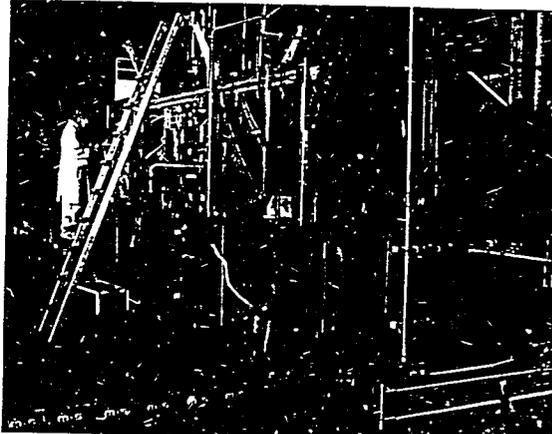
## *TROPICAL FRUITS*

*An abundance of locally grown fruits enable M & S Food Industries to produce nutritious and wholesome products to cater to our customers' needs.*



*RESEARCH & DEVELOPMENT*

*ASEPTIC  
PACKAGING*



*UHT SYSTEM*



*Research and Development is a vital part of M & S Food Industries. We are constantly tracking consumer taste and needs; research and develop new products in order to meet our customers' changing needs.*

*Our Quality Control Department ensures that consistent quality products are produced. Prior to packaging, all raw materials and prepared batches are thoroughly tested by QC technicians. Once packaged, the finished product is taken from the field and various tests are conducted. Hence, strict field-to-store quality control is maintained.*



**M&S Food Industries Sdn. Bhd.**

19 & 21, Lengkok Rishah 7, Kaw. Perindustrian Silbin, 30100 Ipoh, Perak, Malaysia.  
Tel : 60-5-5263116/7/8 Fax : 60-5-5263119



For a taste of the tropics,  
it's M&S, naturally.

19 & 21, Lengkok Rishah 7, Kaw. Perindustrian Silibin, 30100 Ipoh, Perak, Malaysia.  
Tel 60-5-5263116/778 Fax 60-5-5263119

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## FRUIT JUICE DRINKS

DESCRIPTION	PACKING PER CTN	OUTER CARTON MEASUREMENT (M <sup>3</sup> )	GROSS WEIGHT (KG)	APPROX. QTY. PER 20 FT. CONTAINER
<b>A. COMBIBLOC</b>				
Coconut Water	24 x 250 ml	0.0086	6.5	2800
Coconut Water	12 x 500 ml	0.0086	6.5	2800
Coco Limos Drink	24 x 250 ml	0.0086	6.5	2800
Pina Colada Drink	24 x 250 ml	0.0086	6.5	2800
Guava Juice Drink	24 x 250 ml	0.0086	6.5	2800
<b>B. TIN CAN</b>				
Coconut Water	24 x 250 ml	0.0109	7.6	2500
Coconut Juice Drink	24 x 250 ml	0.0109	7.6	2500
Orange Juice Drink	24 x 250 ml	0.0109	7.6	2500
Orange Juice Drink With Sacs	24 x 250 ml	0.0109	7.6	2500
Mango Juice Drink	24 x 250 ml	0.0109	7.6	2500
Sourop Juice Drink	24 x 250 ml	0.0109	7.6	2500
Calamansi Juice Drink	24 x 250 ml	0.0109	7.6	2500

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For further information contact:

Patak (Spices) Limited,  
Kiriana House, Haydock Lane,  
Haydock, Lancashire,  
WA11 9E7 (UK)  
Tel: 0942 272300  
Fax: 0942 272500  
Telex: 67368

*Patak's  
guide to  
Indian  
cuisine.*

*Patak's is a Registered  
Trade-Mark of Patak (Spices) Limited*





# The True Taste of India

## Authentic Products

For their reputation, the Patak family has produced some of the most authentic products in the world. In the spirit of India, we have introduced a reputation for quality and taste.

It is this reputation, our family tradition, and the very best ingredients, fresh and vital, and knowledge of spices, fruits and vegetables, plus our unrivalled manufacturing standards.

## Patak's Pastes

The Patak family have perfected the art of preserving the original taste of spices by encapsulating them in vegetable oil. Fresh spices and fragrant herbs are carefully ground, to bring out the subtle and varied flavours which are then further enhanced by sophisticated roasting and blending and finally sealed in the jar to make a mouthwatering range for you to enjoy.

## Patak's Sauces

The most convenient of all food preparation methods, this range of regional sauces will allow speedy meal preparation - whilst still retaining the essential flavours and aromas of the original spices.

## Patak's Pickles

One of the most popular Indian dishes, pickles are not made in your kitchen because the right quality ingredients are not readily available. Patak's pickle range is extensive, reflecting the varying tastes within India's complex region-based cuisine and is used by most Indian families in the UK. They are precisely the same whether used in Gujerat, or the World's leading restaurants or by the Patak family at home.

## Patak's Pappadums

The perfect partner for almost any Indian meal. Traditionally enjoyed with different chutneys and pickles, Patak's plain or spiced Pappadums make the art of producing a truly authentic meal simplicity itself!

One of the most difficult when preparing authentic Indian food is to retain the true taste, aroma and texture of traditional dishes. Now, it is possible for you to achieve this special Indian experience with my exciting recipe books Patak's Guide to Indian Cuisine - which uses Patak's unique range of sauces, pastes, chutneys, pickles, pappadums and breads.

When you enjoy a meal prepared the Patak's way, you can easily close your eyes and imagine the crowded bustle of a Bombay restaurant... the scented breeze of the spice fields, or the towering majesty of the magnificent Taj Mahal.

My specially prepared blends are used all over the world, by everyone from professional chefs to the more adventurous home cook... who wishes to experience the delights of real Indian cooking.

As a young girl growing-up in Bombay, I was introduced to the finest traditions of Indian culinary art at a very early age. Over the years, I have perfected this art, the fruits of which I offer to you now in my range of Patak's Authentic Indian Foods. If you wish for the true taste of India, my promise is that you will never experience anything more delicious and authentic than the products prepared for you here!

Meera Patak



# The Spice Regions of India



## Hyderabad

The capital of the state of Andhra Pradesh, Hyderabad is one of the richest Muslim states - most famous for its Korma and Biryani dishes. A wealth of cultural tastes emanates from this region, from mild dishes to vivaciously spicy curries!

## Bengal

Calcutta - Bengal's capital - is world famous for its concentration of all that is most exotic and interesting in Indian cuisine. Fish courses are a passion in Bengal and no meal is complete without one, as are Rasagoola, Sandesh and Rasmalai dishes.

## Kashmir

Kashmir is situated at the foot of the Himalayas. Snow-capped peaks surround lush valleys where valuable crops of the crocus are grown, from which is produced the most expensive and rare spice Saffron.

## Rajasthan

From this region, comes the most popular and adventurous Indian cuisine - Tikkas and Tandooris - invented by the Rajput warriors centuries ago and still enjoyed by millions of people all over the world! Meat and game are the traditional base ingredients, with roasted vegetables a speciality, usually served with yoghurt and puris.

## Gujerat

Mahatma Gandhi's birthplace, Gujerat is the only Hindu vegetarian state in the whole of India. A typical Gujerati meal will consist of traditionally 'dry' ingredients, such as dhall, rice, chapattis, puris, pickles and Bhajias - all eaten from a 'Thali' - a stainless steel plate. The world famous red chili pepper is grown in this area, as are the exquisite spices Coriander and Fennel.

## Kerala

Most popularly known as the main spice state of India, Kerala is famous for its black pepper plants and mango trees, which form the main ingredients for many Indian dishes. Very hot and spicy recipes abound in this region, spiced with Cinnamon, Cloves, Cardamom, Ginger and Turmeric - usually laced with rice and coconut. Traditionally, meals are still eaten from a fresh banana leaf!

Indian Food



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Hot 51g x 12	£5.90	59
Mild 113g x 12	£10.70	£1.07
Medium 113g x 12	£10.70	£1.07
Hot 113g x 12	£10.70	£1.07
Extra Hot 113g x 12	£10.70	£1.07
Tandoori Mixture 113g x 12	£10.70	£1.07
Tikka Masala 113g x 12	£10.70	£1.07
Green Masala 113g x 12	£10.70	£1.07
Thai Hot 113g x 12	£10.70	£1.07
Malaysian Mild 113g x 12	£10.70	£1.07
<b>Spices:</b>		
Ground Turmeric 60g x 12	£7.80	78
Ground Chilli 50g x 12	£7.80	78
Ground Cummin 50g x 12	£9.20	92
Ground Coriander 50g x 12	£6.70	67
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<b>Standard Cooking Sauces (Canned):</b>		
Korma 290g x 12	£8.00	80
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Tikka Masala 290g x 12	£8.00	80
Dhansak 290g x 12	£8.00	80
Madras 290g x 12	£8.00	80
<b>Premium Cooking Sauces (Canned):</b>		
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Do-Pizzaa 290g x 12	£9.50	95
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Medium 190g x 12	£10.70	£1.07
Hot 190g x 12	£10.70	£1.07
Extra Hot 200g x 12	£10.70	£1.07
Tikka 190g x 12	£10.70	£1.07
Tandoori 195g x 12	£10.70	£1.07
Thai Hot 190g x 12	£10.70	£1.07
Malaysian Mild 190g x 12	£10.70	£1.07
<b>Creamed Coconut 50g sachets x 2 x 12</b>	£4.80	48
<b>Curry Accompaniments:</b>		
<b>Pappadums/Pappadis:</b>		
Pappadums 113g x 12	£6.60	66
Spiced Pappadums 113g x 12	£6.60	66
Bombay Spiced Pappadums 113g x 12	£6.60	66
Green Chilli & Garlic Pappadis 113g x 12	£6.60	66
Extra Large Pappadums 81 x 12	£5.70	57
<b>Ready To Eat Products:</b>		
Large Pappadums 72g x 20	£22.50	£1.35
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Rajmah 270g x 12	£11.90	£1.19
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Channa Masala 270g x 12	£11.90	£1.19
Madras 270g x 12	£11.90	£1.19
<b>Indian Pickles:</b>		
Lime 200g x 12	£10.80	£1.08
Mango & Chilli 200g x 12	£10.80	£1.08
Tamarind & Date 200g x 12	£10.80	£1.08
<b>Rices:</b>		
Spiced Basmati Rice 300g x 12	£13.50	£1.35
Pilau Rice 340g x 12	£13.50	£1.35
Lemon Rice 250g x 12	£13.50	£1.35
<b>Bread Mixes:</b>		
Chapati Paratha & Puri Mix 283g x 12	£12.20	£1.22
Naan Bread Mix 283g x 12	£12.20	£1.22
<b>Other Curry Accompaniments:</b>		
Onion Bhajia Mix 80g x 18	£13.05	87
Indian Chedda 115g x 20	£7.83	47
Indian Bombay Mix 100g x 20	£7.83	47
Vegetable Ghee 250g x 12	£10.30	£1.03
<b>Green Label Chutneys:</b>		
Green Label Mango 227g x 12	£9.30	93
Green Label Mango 360g x 12	£12.90	£1.29
Major Grey 340g x 12	£12.90	£1.29
Bengal Hot 360g x 12	£12.90	£1.29
Mango & Lime 360g x 12	£12.90	£1.29
Mango & Apple 360g x 12	£12.90	£1.29
<b>Fruit Chutneys:</b>		
Peach 300g x 12	£11.50	£1.15
Indian Canned Fruit 300g x 12	£11.50	£1.15
Apricot 300g x 12	£11.50	£1.15
Caribbean Tropical Fruit 290g x 12	£11.50	£1.15
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Mexican Spiced Tomato 285g x 12	£11.50	£1.15

TRUSTIN THE FOODFINDERS

Trade per case	Retail each
<b>Nutras:</b>	
Curry Paste 195g x 6	£4.77
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Vindaloo Paste 195g x 6	£4.77
Rogan Josh Paste 195g x 6	£4.77
Tandoori Paste 195g x 6	£4.77
Tikka Paste 195g x 6	£4.77
Korma Sauce 283g x 6	£3.66
Madras Sauce 283g x 6	£3.66
Dhansak Sauce 283g x 6	£3.66
Rogan Josh Sauce 283g x 6	£3.66
Malaysian Sauce 283g x 6	£3.66
Vindaloo Sauce 283g x 6	£3.66
Moglia Sauce 283g x 6	£3.66
Tikka Masala Sauce 283g x 6	£3.66
Mango Chutney 276g x 6	£4.10
Lime Pickle 190g x 6	£4.67
Plain Pappadums 113g x 12	£5.88
Spiced Pappadums 113g x 12	£5.88
Chilli Powder 100g x 12	£6.04
Mulligatawny Soup 425g x 12	£5.84

**VEERASWAMY'S (Food Products)**  
 Manufacturers of Canned Curries, Indian Pickles, Chutneys, Curry Mixtures, etc.  
 12 Apex Park, Travellers Lane, Netham Green, Redhill, Surrey, Surrey, GU21 2JH. Tel: 0187 211114

Trade per case	Retail each
<b>VEERASWAMY'S (FOOD PRODUCTS)</b>	
Delhi Mild Curry 7.5oz x 12	£7.00
Moglia Medium Curry 7.5oz x 12	£7.00
Madras Hot Curry 7.5oz x 12	£7.00
Rogan Josh Curry 7.5oz x 12	£7.00
Vindaloo Curry 7.5oz x 12	£7.00
Korma Curry 7.5oz x 12	£7.00
Delhi Mild Curry 10oz x 12	£8.88
Moglia Medium Curry 10oz x 12	£8.88
Madras Hot Curry 10oz x 12	£8.88
Rogan Josh Curry 10oz x 12	£8.88
Vindaloo Curry 10oz x 12	£8.88
Korma Curry 10oz x 12	£8.88
Delhi Mild Curry 29oz x 6	£10.98
Moglia Medium Curry 29oz x 6	£10.98
Madras Hot Curry 29oz x 6	£10.98
Vindaloo Curry 29oz x 6	£10.98
Delhi Mild Curry 5.25lb x 6	£33.69
Moglia Medium Curry 5.25lb x 6	£33.69
Madras Hot Curry 5.25lb x 6	£33.69
Vindaloo Curry 5.25lb x 6	£33.69
Vegetable Curry Mild 14oz x 12	£9.35
Vegetable Curry Hot 14oz x 12	£9.35
Curry Powder Medium 3.5oz x 12	£8.28
Curry Powder Hot 3.5oz x 12	£8.28
Tandoori Mixture 3.5oz x 12	£9.79
Curry Powder Medium 8oz x 12	£13.49
Curry Powder Hot 8oz x 12	£13.49
Curry Paste Hot 10oz x 12	£11.58
Curry Paste Medium 10oz x 12	£11.58
Biryani Paste 10oz x 12	£11.58
Tikka Paste 10oz x 12	£11.58
Kebab Paste 10oz x 12	£11.58
Tandoori Paste 10oz x 12	£11.58
Mulligatawny Soup 15oz x 12	£6.89
Sweet Mango Chutney 11.5oz x 12	£10.80
Col. Skinner's Chutney 11oz x 12	£10.80
Sweet Lime Chutney 14oz x 12	£10.80
Sweet Lime & Mango Chutney 12oz x 12	£10.80
Major Grey's Chutney 12oz x 12	£10.80
Fruit & Nut Chutney 12oz x 12	£10.80
Tomato Chutney 12oz x 12	£10.80
Lime Pickle 10oz x 12	£10.80
Mango Pickle with Mustard/Vinegar 12oz x 12	£10.80
Pappadums Plain 4oz x 12	£5.84
Pappadums Assorted 4oz x 12	£5.84

TRUSTIN THE FOODFINDERS

Trade per case	Retail each
<b>Langdale:</b>	
Black Peppercorns 250g x 12	£17.85
Bay Leaves x 24	£5.76
<b>Creative Cuisine Spices - Sachets:</b>	
Allspice (Grid)/Allspice (Whole)/Anise Star x 10	£3.00
Aniseed (Whole)/Caraway Seed x 10	£3.00
Cardamom (Grid)/Cardamom (Whole) x 10	£3.00
Cassia (Whole)/Cayenne Pepper x 10	£3.00
Celery Seed/Celery Salt/Chilies (Grid) x 10	£3.00
Chilies (Whole)/Cinnamon (Grid) x 10	£3.00
Cinnamon/Sticks/Cloves/Grid) x 10	£3.00
Cloves (Whole)/Coriander (Grid) x 10	£3.00
Coriander Seed/Cumin (Grid)/Cumin Seed x 10	£3.00
Dill Seed/Fennel Seed/Fenugreek (Grid) x 10	£3.00
Five Spice Mix/Garam Masala/Ginger (Grid) x 10	£3.00
Ginger Root/Paste/Grid/Mix (Whole) x 10	£3.00
Mixed Spice/Mustard Seed/Black x 10	£3.00
Mustard Seed Yellow/Nutmeg (Grid) x 10	£3.00
Nutmeg (Whole)/Paprika (Hungarian) x 10	£3.00
Paprika (Spanish)/Peppercorns Black/White x 10	£3.00
Pepper Black/Pickling Spice/Poppy Seed x 10	£3.00
Sesame Seed/Turmeric x 10	£3.00
<b>Creative Cuisine Culinary Herbs:</b>	
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Chef's Choice/Fines Herbs/Garlic Chops x 10	£3.00
Garlic Powder/Garlic Salt/Juniper Berries x 10	£3.00
Marjoram (Rub)/Mint/Mixed Herbs x 10	£3.00
Oregano (Rub)/Parsley (Rub)/Rosemary x 10	£3.00
Sage (Rub)/Tarragon/Thyme (Rub) x 10	£3.00
Old-Fashioned Bouquet Garni (3) x 10	£3.00
Green Peppercorns x 10	£3.00
<b>Creative Cuisine Medicinal Herbs:</b>	
Comfrey/Chamomile/Elderflower x 10	£3.00
Liquorice Root/Yarrow x 10	£3.00
<b>Spice Island - American:</b>	
Allspice/Caraway Seed/ Fennel Seed/Black Pepper Cracked/ Black Pepper Grd/ Cayenne Red Pepper/ Salad Herbs/ Seasoning Salt/Smkld Salt/ Old Hickory x 6	£8.00
Anise Seed/Cream of Tartar x 6	£10.36
Annatto x 6	£9.11
Celery Salt/Celery Seed/Cheeril x 10	£6.89
Chicken Stock Base x 6	£11.45
Chilli Con Carne/Chilli Powder/Dill Weed/Garlic Pepper Seasoning/Spaghetti Sauce Seasoning x 6	£9.23
Chilies Red Whole x 6	£10.22
Chinese Five Spice x 6	£10.10
Cilantro x 6	£8.21
Cinnamon Grd/Stick/Cinger Grd/Horsradish/Hamburger Seed/Lemon Pepper Marinade x 6	£9.32
Coriander Seeds Grid x 6	£7.09
Cumin Seed Grid x 6	£7.29
Cumin Seeds Whl x 6	£6.68
Garlic Powder x 6	£9.58
Garlic Salt x 6	£7.89
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Nutmeg Whl x 6	£10.00
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Orpango x 6	£5.85
Peel Lemon x 6	£9.89
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Jalapeno Pepper x 6	£11.98
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Sage x 6	£6.72
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Topaz Sugar Crystals 500g x 10	£11.00
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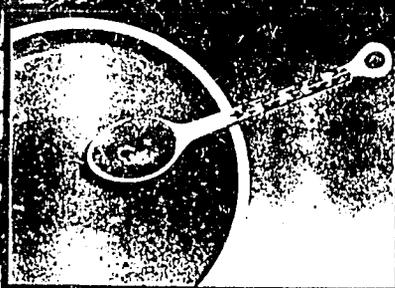
Description	Q'ty	FOB / BOX	Remarks
ITEM NO : QQ - 013 SQUASH SOUP POWDER (15gr X 4 Pack/case)	1 BOX/64 Cases	US\$ 32,00 (\$0.50/case)	20 FT/900 BOXES
ITEM NO : QQ - 015 RICE NECTAR (SIKHE) 300gr (10.59oz)X 36 Can/Box	1 BOX/36 Cans	US\$ 32,40 (\$ 0.90/Can)	20 FT/1250 BOXES



CONDENSED

# SOUP

PREPARED



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Seoul Office

92-6 Yang Jae-Dong, Seo Cho-Ku, Seoul, Korea  
TEL; 82-2-5795131 FAX; 82-2-5790457

# POWDERED SQUASH SOUP

This instant SQUASH soup powder is made from high quality fresh SQUASH which has a sweet taste and delicious flavour.

One pack(15g) of SQUASH soup powder requires only the addition of (80cc) cold or warm water.

No further cooking or preparation is required.

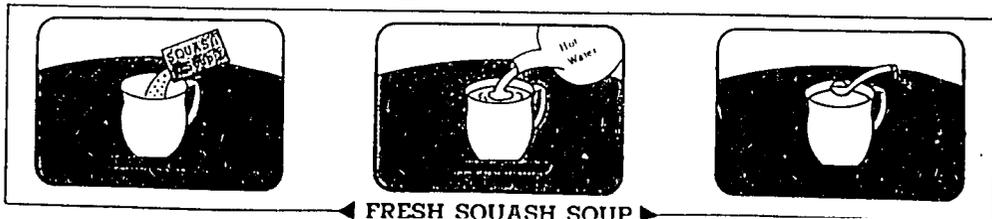
Just stir and serve immediately.

This product contains no artificial flavours, colors and preservatives.

## Information of SQUASH Soup

PRODUCTS	INGREDIENTS	DIRECTION
SQUASH SOUP	Modified starch, sugar, Glucose, SQUASH powder, Salt	One pack 15g(0.53oz) of SQUASH soup powder requires only the addition of 80cc(2.70fl oz) cold or warm water.
Kürbis Suppe	Modifizierte Stärke, Zucker, Glukose, Kürbis pulver, Salz	Den Inhalt einer Packung(15g) in eine Tasse geben und mit heissem oder kaltem Wasser aufhüllen. Kurz umrühren und fertig.
Courgette Soupe	Amidon modifié, Sucre, Glycose, potiron en poudre, Sel	Mettez un sachet de ce produit (15g) dans un verre. Versez environ 80cc de l'eau et agitez doucement.
Calabaza Sopa	Fécula modificada, Azúcar, Glucosa, polvo de Calabaza, Sal	Vierta el contenido de un sobre (15g) en una taza. Después añade el agua fría o caliente y remueva hasta su completa disolución. Ya está lista para tomar.
Zucca Zuppa	Amido modificato, Zuccherio, Glucosio, Polvere di Zucca, Sale	Mettere una Bustina(15g) Nell'acqua(80cc) Fredda o Acqua calda. Sciogliere e Bere.
Pompoen Soep	Gemodificeerd Zetmeel, Suiker, Glucose, Pompoen poeder, Zout	Doe de inhoud van het Zakje(15g) in een kop, en meng dit met 8cl warm of koud water. Even roeren en klaar.
かぼちゃがゆ	糊化でん粉, 砂糖, 葡萄糖, がぼちゃ粉, 食塩	本製品1袋15gを容器にいれて, お湯を80ml注ぐして混ぜてください。
南瓜糊	変型淀粉, 砂糖, 葡萄糖, 南瓜粉, 精塩	每包(15克)用80毫升凉水或热水搅拌均匀后, 即可食用。
حساء القرع	النشاء المتحول .سكر الغلوكوز . مسحوق من القرع . الملح	اضف ماء باردا أو ماء ساخنا بمقدار ٨٠٠ سي سي فقط الى كيس واحد لمسحوق حساء القرع بمقدار ١٠٥ جرام .

## Direction of Making SQUASH Soup



**Q FOODS**

**Character**

This instant SQUASH soup powder is made from high quality fresh SQUASH which has a sweet taste and delicious flavour. Just stir and serve immediately. This products contains no artificial flavours, colors and preservatives.

Ingredients	Direction
Modified starch, sugar, Glucose, Squash powder, salt	One pack 15g (0.53oz) of Squash soup powder requires only the addition of 80cc (2.70fl oz) cold or warm water.
Modifizierte Stärke, Zucker, Glukose, Kürbis pulver, Salz	Den Inhalt einer packung (15g) in eine Tasse geben und mit heissem oder kaltem wasser auffüllen. Kurz um rühren und fertig
Amidon modifié, Sucre, Glycose potimm en poudre, Sel	Mettez un sachet de ce produit (15g) dans un verre Versez environ 80cc deleau et agitez doucement
Fécula modificada, Azúcar, Glucosa polvo de calabaza, Sal	Vierta el contenido de un sobre (15g) en una taza. Después anada el agua fría o caliente y remueva hasta su complete disolucion. Ya está lista para tomar.
Amido modificato, Zucchero, Glucosio, Farima di squash, Sale	Mettere una Bustina (15g) Nell'acqua (80cc) Fredda O Acqua calda. Sciogliere e Bere.
Gemodificeerd Zetmeel, Suiker, Glucose, Pompoen, poeder, Zout	Doe de inhoud van het Zakje (15g) in een kop. en meng dit met 8cl warm of koud water. Even roeren en klaar.

5 6 26

**Q FOODS**  
**POWDERED SQUASH SOUP**  
**JUST ADD WATER**



**Q FOODS**  
**POWDERED SQUASH SOUP**  
**JUST ADD WATER**

**Q FOODS**  
**POWDERED SQUASH SOUP**

**JUST ADD WATER**



**4 Envelopes** **NET WT. 60gr(2.12oz)**

**PRODUCT OF KOREA**  
**EXPIRY DATE: PRODUCTION AFTER 2 YEARS**  
**PRODUCTION DATE:**

**Q FOODS**  
**POWDERED SQUASH SOUP**  
**JUST ADD WATER**

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واللون الصائن الاسطناعی.

التعليمات :

اضف ماء باردا أو ماء  
ساخنا بمقدار ٨٠٠ سي  
سي فقط الى كيس واحد  
لمسحوق حساء  
القرع بمقدار ١٠,٥  
جرام .

المحتويات :

النشاء المنحول  
الفلوكوز  
مسحوق من القرع  
الملح ، سكر

المنشأ :

الجمهورية الكورية

الصانع :

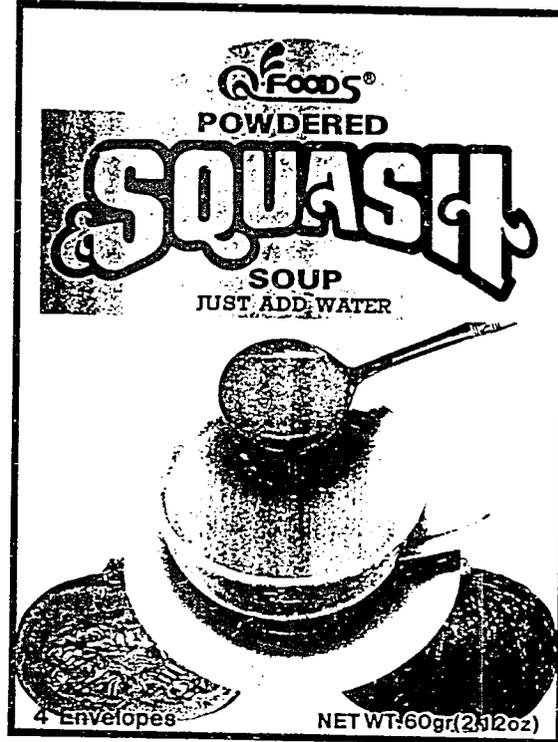
شركة كيو - فود

مدة الصلاحية :

سنتين من يوم الصنع  
ومكتوبة على الأرض .



حساء القرع  
JUST ADD WATER  
SOUP  
POWDERED  
Q-FOODS



This instant SQUASH Soup powder is made from high quality fresh SQUASH which has a sweet taste and delicious flavour. One pack (15g) of SQUASH soup powder requires only the addition of (80cc) cold or warm water. No further cooking or preparation is required. Just stir and serve immediately. This product contains no artificial flavours colors and preservatives.

INGREDIENTS:

Modified starch  
SQUASH powder  
Glucose, Sugar, Salt

PREPARATION

- ① One pack 15g (0.53oz) SQUASH powder into a cup
- ② Add warm or cold water 80ml (2.71oz)
- ③ Stir and ready to serve

KEEP DRY & COOL PLACE.

• Expiry date  
See base of case

• produced by  
Q-FOODS, LTD. Korea  
TEL/82-2-5795131



제 품 내 용 (PRODUCTS INFORMATIONS)



제 품 명 PRODUCTS	밤호박죽 SQUASH SOUP	기평식혜 RICE NECTAR																				
제품 특징 CHARAC - TERISTICS	Our products instant soup produced by methods of gelatinigation and freeze-dry with accurate quality control products and convenience food can be served adding hot or cold water anytime you need.	Korean traditional drink SIKHE is real natural 4 times cold watre mixing type drink SIKHE to making dehydrated by extract Barley mait into rice and fermentation																				
성 분 INGREDIENT	<table border="0"> <tr> <td>호박분 (PUMPKIN POWDER)</td> <td>27.0%</td> </tr> <tr> <td>NATURAL</td> <td>61.0%</td> </tr> <tr> <td>전 분 (STARCH)</td> <td>28.0%</td> </tr> <tr> <td>실 탕 (SUGAR)</td> <td>27.6%</td> </tr> <tr> <td>포도당 (GLUCOSE)</td> <td>15.0%</td> </tr> <tr> <td>소 금 (SALT)</td> <td>2.4%</td> </tr> </table>	호박분 (PUMPKIN POWDER)	27.0%	NATURAL	61.0%	전 분 (STARCH)	28.0%	실 탕 (SUGAR)	27.6%	포도당 (GLUCOSE)	15.0%	소 금 (SALT)	2.4%	<table border="0"> <tr> <td>쌀(RICE)</td> <td>18%</td> </tr> <tr> <td>보리엿기름액기스 ( BARLEY MALT EXTRACT)</td> <td>35%</td> </tr> <tr> <td>설탕(SUGAR)</td> <td>47%</td> </tr> <tr> <td>* 물4배 희석용 (4 times water mix)</td> <td></td> </tr> </table>	쌀(RICE)	18%	보리엿기름액기스 ( BARLEY MALT EXTRACT)	35%	설탕(SUGAR)	47%	* 물4배 희석용 (4 times water mix)	
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* 물4배 희석용 (4 times water mix)																						
포 장 PACKAGE	15gr tea/pack (0.53 oz)	300gr CAN (10.58oz)																				
공급 시기 TERM OF SUPPLY	ALL SEASON	ALL SEASON																				
BAR-CODE NO	15gr (0.53oz) 8801125000126	300gr (10.58oz)CAN 8801125002007																				



## NEWS

# Indian Pepper to Reign Supreme

**W**ith indications of favourable trend tickling in from international pepper market that the Indian pepper would control the world market this year, the enthralled pepper cultivators of Kerala are taking all care and precaution not to rush their produce to the market so as to reap higher profits after waiting for some time.

At present, pepper is available only in India. Its stock in the other three major pepper producing countries, viz. Indonesia, Brazil and Malaysia, is almost

It is to be recalled that during the January-March season last year, pepper producers rushed their product to Kochi market following steep fall in prices selling it at Rs 25 to Rs 30 per kg. Later, when there was shortage and greater demand for pepper, the middle-agents including government agencies reaped high profits by reselling it to make a profit of more than Rs 40 per kg. The precautionary measure taken by the pepper producers now is to avoid facing the same blunder this year. Obviously, this had

are taking several tactics to avoid this loss, especially spreading of rumours that other pepper producing countries would rush large quantities of stock to international market. Minimising the present shortage of pepper stock in the international market will reduce the heavy demand for Indian pepper and will automatically lower the internal prices in India. Based upon this calculation, the exporters spread rumours in order to terrorise the pepper growers so as to force them to release their stocks at the Kochi terminal market.

against 81 to 82 cents quoted for Indian pepper which suggests that there would be no scope for unhealthy competition between the two. Similarly in Brazil, where the pepper harvest is in August, production won't be more than 25,000 tonnes whose main target is European market.

Besides India, the only country that reached the world market with pepper stock is Vietnam during the present season whose total production is less than

8,000 tonnes. However, Vietnamese pepper cannot compete with the quality of Indian variety.

As and when the U.S. importers are eagerly waiting to procure as many Indian pepper as possible, commonly known as 'Malabar pepper', pepper growers of Kerala expect the good old days of mid-80s to be repeated this year by fetching price for their produce.



negligible to meet the international demand. Production of pepper in these countries suffered heavily this year due to bad weather conditions and plant diseases.

Foreseeing the shortage of pepper in international market this year, the U.S. importers entered into agreement with Indian exporters in mid-1993. When the Indian pepper fetched 46 to 48 cents per pound in international market in mid-1993, agreements were made to supply it for 50 to 60 cents per pound this year. The calculation of Indian exporters to corner pepper stocks during the January-March season at a low price of 40 cents per pound appears to have misfired due to the clever move of pepper farmers, especially in Kerala, to withhold their produce and not to rush it to the market. By November-December, 1993, pepper price rose in the international market following the limited stock available with the major pepper-producing countries other than India.

shocked the exporters who already entered into agreement with foreign importers. After waiting helplessly at the Kochi terminal market during the past three months to witness meagre arrival of pepper, they went to the producing centres like Idukki district for procurement only to be returned empty-handed.

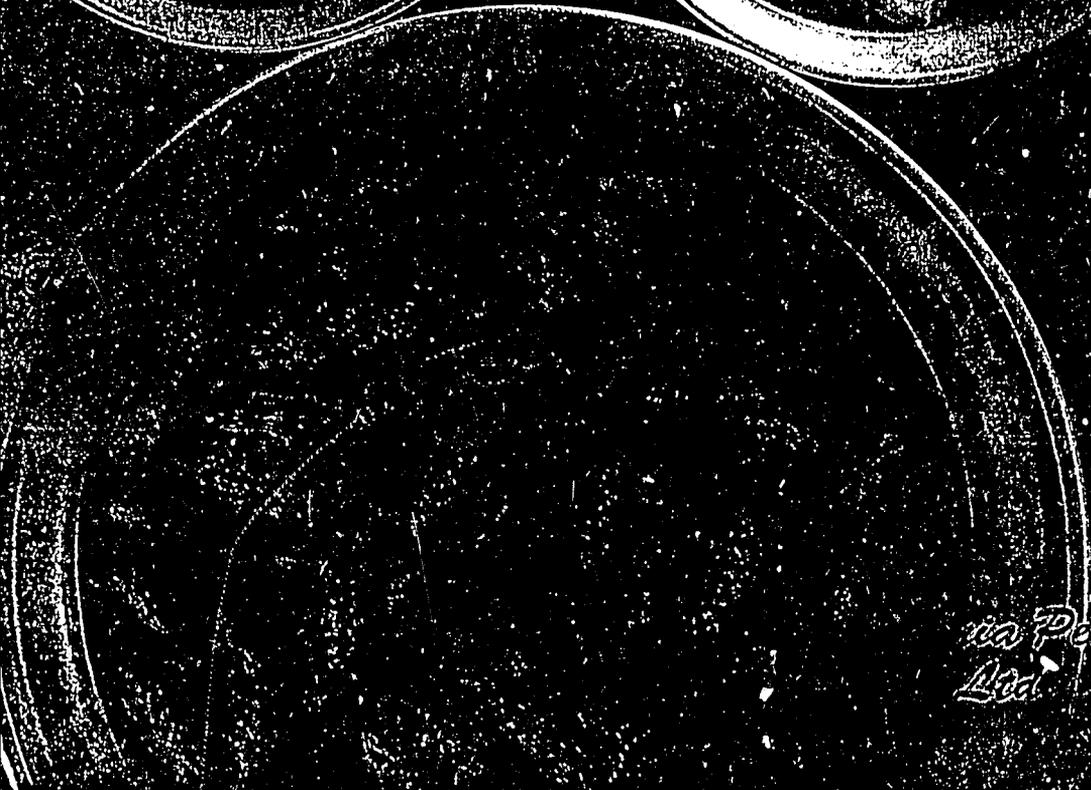
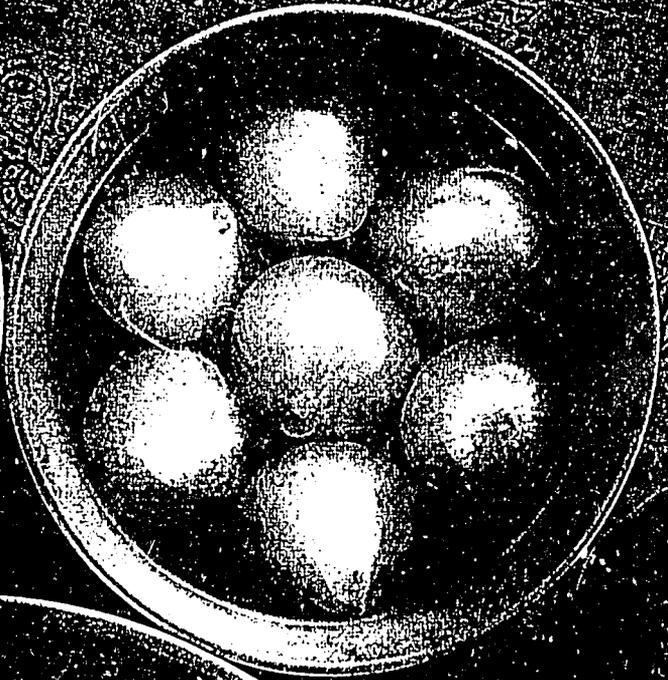
On an average 25 to 30 loads of pepper used to reach Kochi market per day during January-March season, which has been reduced to 4 to 5 loads during the current season. As against 11,857 tonnes pepper exporter during January-March, 1993, it was only 8,275 tonnes this year. Notably, this year's export was done upon the fresh prices fixed during the season, and not as per the agreement reached in mid-1993 between the exporters and U.S. importers. It is feared that the exporters are likely to face a loss of around Rs 15,000 per tonne to meet the orders as per their agreement last year.

According to pepper producers, the exporters

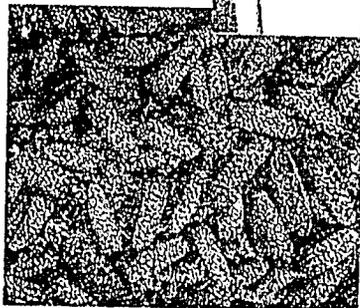
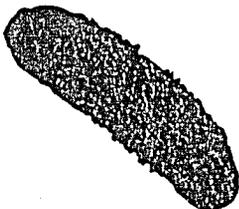
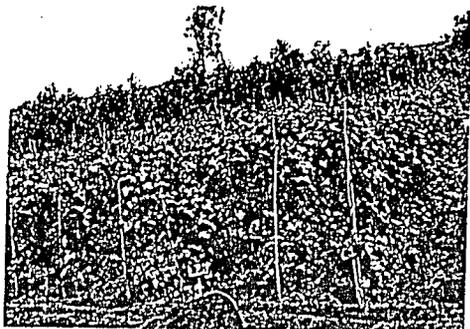
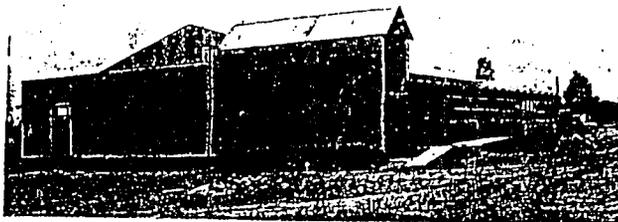
**Indian pepper growers expect a good deal as the US importers are eagerly waiting to procure as much Indian pepper as possible.**

Knowledgeable sources, however, point out that there was no basis for these rumours. Pepper cultivation in Malaysia, for example, will start only in May and the total production there is expected to be around 18,000 tonnes this year as against their average annual production of 30,000 tonnes. Similarly, there is not much credibility to the report suggesting that Indonesia would rush to the international market 60,000 tonnes, including 10,000 tonnes of last year's buffer stock, in June this year. At a time when there was huge crisis for pepper and increasing demand last year, Indonesia would not have held back 10,000 tonnes buffer stock which weighs heavily to counter this claim. Also, half of the total production of Indonesia reaches the international market as white pepper. Therefore, it is expected that arrivals from Indonesia this year will be only around 25,000 tonnes. The present Indonesia price quotation, is 85 cents as

# PROCESSED VEGETABLES

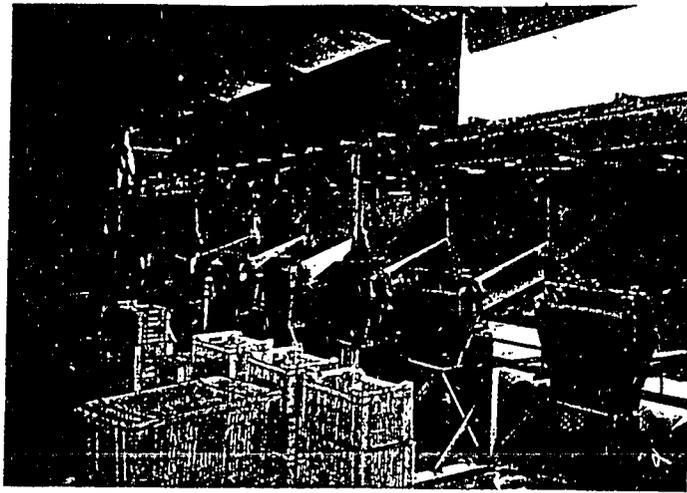


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Lec



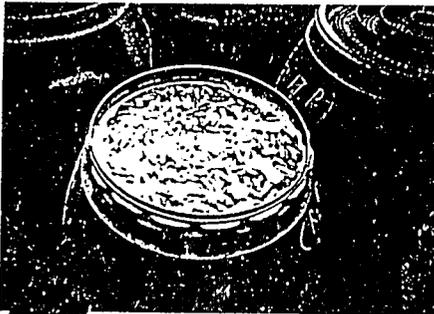
One of the largest producers of Gherkins in India, **Oceania Peninsula** is totally managed by professionals with wide experience in Horticulture locally and abroad, supported technically by an overseas collaborator. **Oceania Peninsula** has developed intensive productive areas and scientific cultural packages to meet customers needs year round Quantitatively and Qualitatively. By virtue of inherent productive soils, well distributed precipitation, optimum temperature all year round and disciplined progressive growers in the file, this company guarantees, quality, quantity and promptness in supply.

The Company has a well laid out, hygienic mechanised factory on its own land in the heart of India's largest vegetable growing area. Additional



facilities for research and development in varietal plant culture and processing of various vegetables is also available.

**Oceania Peninsula** is currently exporting Gherkins to North America, Europe, U.K., Australia and the far East.



Further afield the company with its R & D arm has been experimenting with success growing and processing of pickle onions, pearl onions, garlic pearls, french beans, baby corn, chillies (Pepper) and mixed vegetables all of which will be offered in the near future.





## PRODUCT LIST

- Gherkins in Brine (14% brine + Lactic acid min 0.60 %)
- Gherkins in Acetic Acid (Acid min 3%, salt min 4 %)
- Gherkins in natural Alcohol Vinegar (Acid min 3 %, salt min 4 %)

All the above available in 5/10, 10/20, 20/30, 30/40, 40/60, 60/80, 80/100, 100/120, 120/140, 140/160, 160/200, 160/300 & 200/300, crooked and Nubbins (numbers per kilo)

- White onions in Acetic Acid (Acid min 3 %, salt min 4 %)
- 20/25, 25/30, 30/35, 35/40, 40/45, 45/50 all in millimeters
- Hot pepper in brine
- Hot pepper in Acetic Acid

## PACKAGING

Packed in HMHDPE Food grade drums of volume 150 litres, 220 litres and 240 litres.



*Oceania Peninsula Pvt. Ltd*

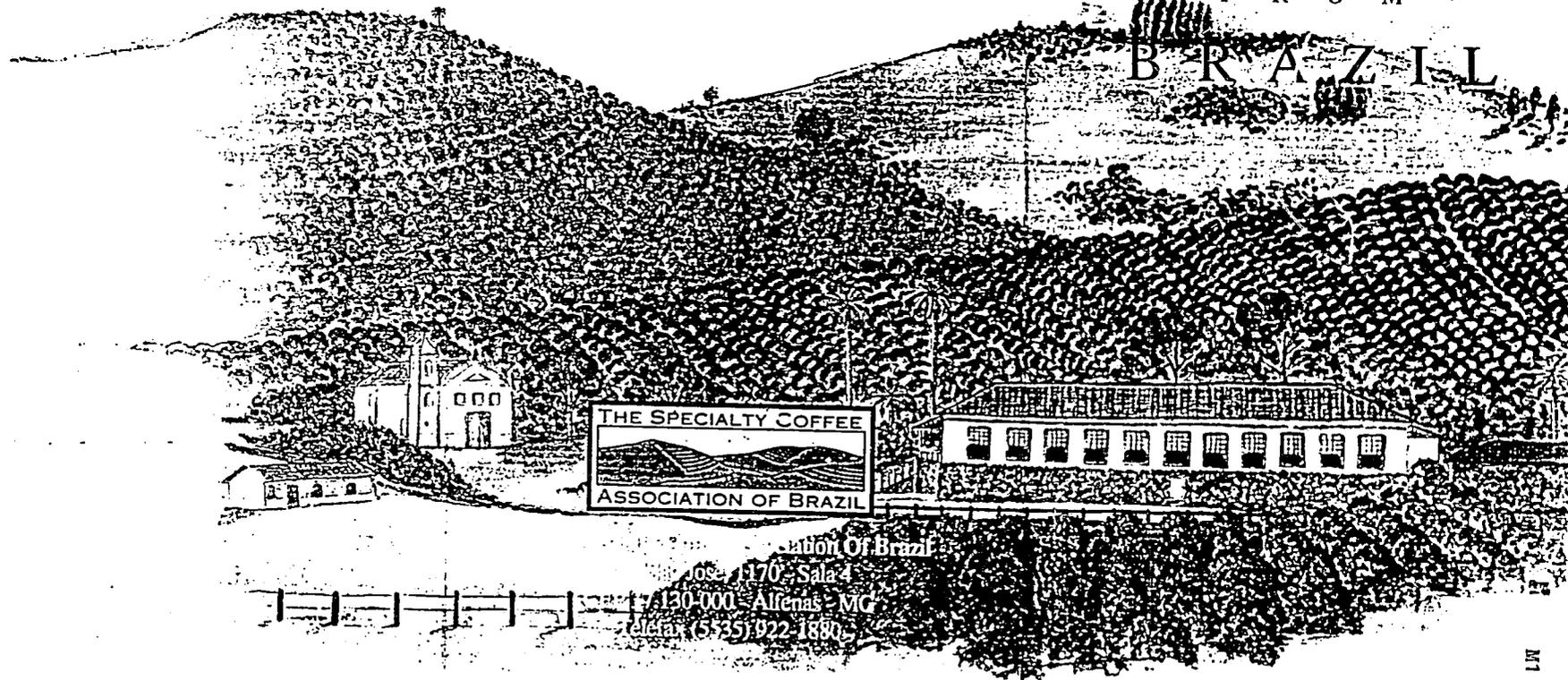
OFFICE :  
452/1, IV Main  
Indiranagar, II Stage,  
Bangalore - 560 038, Karnataka, INDIA  
Tel: 91-80-5593324  
91-80-573629  
FAX: 91-80-5593324  
91-80-562449

FACTORY :  
P.O. Box. 2, Third Mile,  
Malur-Hosur Road, Malur  
Kolar Dist.  
Karnataka, INDIA  
Tel: 91-81512-2452

# Estate Coffees

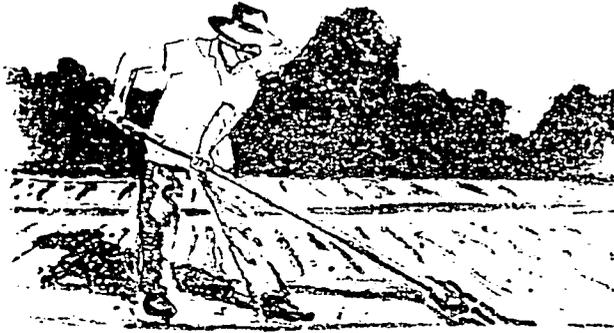
F R O M

B R A Z I L



THE SPECIALTY COFFEE  
ASSOCIATION OF BRAZIL

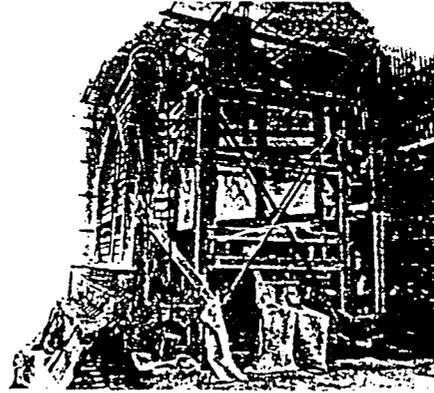
Associação de Café do Brasil  
Rua José, 1170 - Sala 4  
130-000 - Altinópolis - MG  
Telefax (5135) 922-1880



The Specialty Coffee Association of Brazil gathers the most prestigious coffee producing Estates in the country. These particular estates have maintained century old traditions in their careful production of the finest Brazilian coffees. Generations of proud farmers have refused to abandon the age-old practices for producing and processing coffees even though they would not be rewarded for such devotion for a long time.

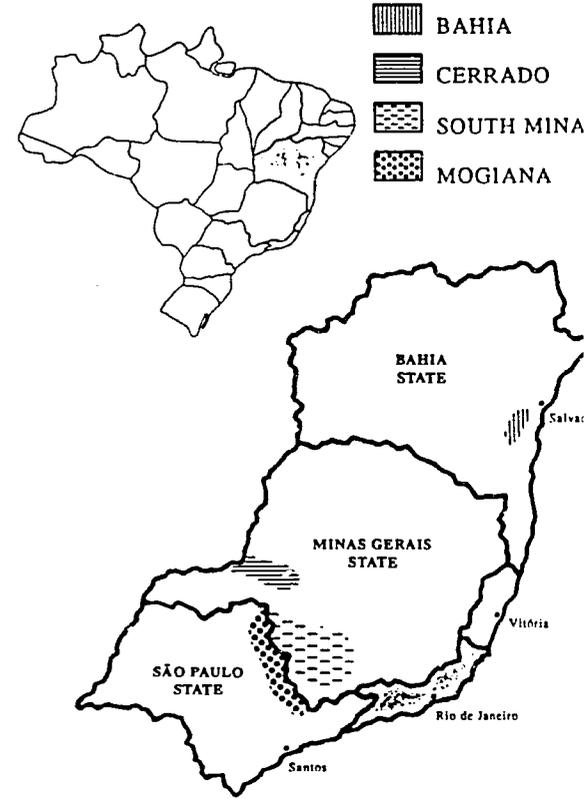
Throughout decades of government control over the coffee trade, few exporters were granted export licences and the finest coffees were used to upgrade the lower quality product by blending. The resulting product was known as "Santos" type and consequently was never as consistent as the pure estate coffees. Now with deregulation of the coffee trade, these superior coffees are offered exclusively for the first time through the Specialty Coffee Association of Brazil. These producing estates can finally market the best of their production to the discerning Specialty consumers in the USA.

While keeping to those cherished traditions, these estates have wisely chosen the best of modern technology for the selection and quality control of the superior lots produced on their plantations. These coffees are offered solely on a stocklot basis and not sold by description. Independent quality controllers carry out the certification of these exclusive coffees.



The types available are:

- **Washed South Minas:** a complete coffee, with a well rounded sweet flavor, a full body and a mild acidity.
- **Natural Cerrado:** ideally suited for espresso, this coffee is a must in any gourmet espresso blend in Italy.
- **Washed Bahia:** on the rolling hills of coastal Bahia, our producers developed a very special method of selection that greatly improved these gentle coffees.
- **Washed Mogiana:** the oldest plantations in the region closer to Santos produce a sweeter, medium bodied coffee.
- **Semi-washed South Minas:** as mild as any washed Brazil can be, yet this very hard to produce coffee has a fuller body.
- **Natural South Minas:** the best known fine Brazil, a full bodied coffee with mild acidity and characteristic sweet flavor.
- **Semi-washed Cerrado:** for the espresso lover that wants a milder coffee, this Cerrado will be uniform and complete in itself.



Estates in South Minas will normally produce two or three of these types. In the Cerrado region, all in Minas Gerais state, estates will produce usual natural coffees, and sometimes semi-washed Cerrado. All Bahia specialties are washed coffees.

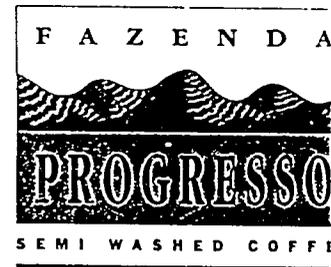
Due to the special climatic conditions in the growing regions, the well defined seasons and the high latitude which they are grown, these coffees have a naturally low caffeine content. Although they have a strong personal character and cannot be mistaken for other origins, they are kinder on the health of the loving consumer!

# EXPRINSUL COFFEES. ALWAYS SOMETHING SPECIAL

Brazil is the world leader in producing and exporting green coffee, and out of that Brazilian production, EXPRINSUL customers always receive the finest coffee available from each crop. EXPRINSUL offers specialty coffee blends, such as MULATA, FAZENDA PLANICIE and FAZENDA SANTANA, each with its own



superb character. Additionally EXPRINSUL can offer coffees cultivated and prepared with extreme care from its own farm: FAZENDA SANTA ROSA and FAZENDA PROGRESSO. Contact your agent or the EXPRINSUL offices directly with your question or your own special coffee need



# GET TO KNOW EXPRINSUL'S SPECIALTY COFFEES BETTER.

 <p><b>EXPRINSUL'S SPECIALTY COFFEES</b></p>					
<b>KIND OF PREPARATION</b>	NATURAL DRY	NATURAL DRY	NATURAL DRY	WASHED	SEMI-WASHED
<b>ORIGIN</b>	THE BEANS OF "MULATA" GROWS IN THE BEST FARMS LOCATED IN THE SOUTH OF MINAS GERAIS, "TRIANGULO MINEIRO" AND HIGH OF MOCIANA REGION WHICH ARE 2800 TO 3000 FEET ABOVE THE SEA LEVEL.	THE BEANS OF "FAZENDA PLANICIE" COFFEE GROWS IN THE BEST FARMS LOCATED IN "TRIANGULO MINEIRO" REGION, WHICH ARE 2800 TO 3000 FEET ABOVE THE SEA LEVEL.	THE BEANS OF "FAZENDA SANTANA" COFFEE ARE IN THE BEST FARMS LOCATED IN THE SOUTH OF MINAS GERAIS, "TRIANGULO MINEIRO" AND HIGH OF MOCIANA REGION WHICH ARE 2800 TO 3000 FEET ABOVE THE SEA LEVEL.	THE "FAZENDA SANTA ROSA" IS AN EXPRINSUL'S PROPERTY, LOCATED AT 6.00 MILES OF VACINHA IN THE CITY OF ELI MENDES, AS A MATTER OF FACT, THIS FARM WAS THE RESPONSIBLE FOR THE FOUNDATION OF EXPRINSUL.	THE "FAZENDA PROGRESSO" IS AN EXPRINSUL'S PROPERTY, LOCATED AT 3.10 MILES OF "FAZENDA SANTA ROSA" IN THE CITY OF ELDI MENDES.
<b>HARVEST</b>	THE HARVEST IS CARRIED OUT BY HAND, USING A CANVAS, IN SUNNY DAYS ONLY, AND AFTER ASSURING THAT 80% OF THE CHERRIES ARE RIPEN.	THE HARVEST IS CARRIED OUT BY HAND, USING A CANVAS, IN SUNNY DAYS ONLY, AND AFTER ASSURING THAT 80% OF THE CHERRIES ARE RIPEN.	THE HARVEST IS CARRIED OUT BY HAND, USING A CANVAS, IN SUNNY DAYS ONLY, AND AFTER ASSURING THAT 80% OF THE CHERRIES ARE RIPEN.	THE HARVEST IS CARRIED OUT BY HAND, USING A CANVAS, IN SUNNY DAYS ONLY, AND AFTER ASSURING THAT 80% OF THE CHERRIES ARE RIPEN.	THE HARVEST IS CARRIED OUT BY HAND, USING A CANVAS, IN SUNNY DAYS ONLY, AND AFTER ASSURING THAT 80% OF THE CHERRIES ARE RIPEN.
<b>HYGIENE</b>	THE COFFEE IS SUBMITTED TO THE CLEANING PROCESS IN A WASHING MACHINE, THIS EQUIPMENT CLEANS THE COFFEE AND SEPARATE THE BEANS BY DENSITY, AS A RESULT, EACH LOT IS UNIFORM AND READY FOR GOOD DRYING.	THE COFFEE IS SUBMITTED TO THE CLEANING PROCESS IN A WASHING MACHINE, THIS EQUIPMENT CLEANS THE COFFEE AND SEPARATE THE BEANS BY DENSITY, AS A RESULT, EACH LOT IS UNIFORM AND READY FOR GOOD DRYING.	THE COFFEE IS SUBMITTED TO THE CLEANING PROCESS IN A WASHING MACHINE, THIS EQUIPMENT CLEANS THE COFFEE AND SEPARATE THE BEANS BY DENSITY, AS A RESULT, EACH LOT IS UNIFORM AND READY FOR GOOD DRYING.	THE COFFEE IS SUBMITTED TO THE CLEANING PROCESS IN A WASHING MACHINE, THIS EQUIPMENT CLEANS THE COFFEE AND SEPARATE THE BEANS BY DENSITY, AS A RESULT, EACH LOT IS UNIFORM AND READY FOR GOOD DRYING.	THE COFFEE IS SUBMITTED TO THE CLEANING PROCESS IN A WASHING MACHINE, THIS EQUIPMENT CLEANS THE COFFEE AND SEPARATE THE BEANS BY DENSITY, AS A RESULT, EACH LOT IS UNIFORM AND READY FOR GOOD DRYING.
<b>PULPING</b>	---	---	---	AFTER PASSING THROUGH THE WASHING MACHINE, THE FULLY RIPEN CHERRIES GO TO THE PULPING MACHINE, WHERE THE C SKIN IS PEELED, UP TO THIS PROCESS THE COFFEE BEAN KEEPS THE MUCLAGE.	AFTER PASSING THROUGH THE WASHING MACHINE, THE FULLY RIPEN CHERRIES GO TO THE PULPING MACHINE, WHERE THE C SKIN IS PEELED, UP TO THIS PROCESS THE COFFEE BEAN KEEPS THE MUCLAGE.
<b>FERMENTATION TANK</b>	---	---	---	NEXT, THE BEANS ARE TAKEN TO THE FERMENTATION TANK WHERE THEY STAY FOR APPROXIMATELY 20 HOURS TO REMOVE THE MUCLAGE.	---
<b>TERRACES</b>	AFTER THE COFFEE PASSES THROUGH THE WASHING MACHINE, IT IS TAKEN TO THE PAVED TERRACE FOR A PRE-DRYING, IT TAKES AN AVERAGE OF 3 TO 5 DAYS, THE BEANS MUST BE MOVED HOURLY TO AVOID COFFEE FERMENTATION.	AFTER THE COFFEE PASSES THROUGH THE WASHING MACHINE, IT IS TAKEN TO THE PAVED TERRACE FOR A PRE-DRYING, IT TAKES AN AVERAGE OF 3 TO 5 DAYS, THE BEANS MUST BE MOVED HOURLY TO AVOID COFFEE FERMENTATION.	AFTER THE COFFEE PASSES THROUGH THE WASHING MACHINE, IT IS TAKEN TO THE PAVED TERRACE FOR A PRE-DRYING, IT TAKES AN AVERAGE OF 3 TO 5 DAYS, THE BEANS MUST BE MOVED HOURLY TO AVOID COFFEE FERMENTATION.	AFTER THE COFFEE PASSES THROUGH THE WASHING MACHINE, IT IS TAKEN TO A PAVED TERRACE FOR A STAGE OF PRE-DRYING, IT TAKES AN AVERAGE OF 3 TO 5 DAYS, THE BEANS MUST BE MOVED HOURLY TO AVOID COFFEE FERMENTATION.	AFTER THE COFFEE PASSES THROUGH THE WASHING MACHINE, IT IS TAKEN TO A PAVED TERRACE FOR A STAGE OF PRE-DRYING, IT TAKES AN AVERAGE OF 3 TO 5 DAYS, THE BEANS MUST BE MOVED HOURLY TO AVOID COFFEE FERMENTATION.
<b>DRIER</b>	IN THIS STAGE THE BEANS ARE ALMOST DRY, FROM THE TERRACE THE PARTIALLY DRY BEANS ARE TAKEN TO THE DRIER, THE DWELL TIME IS FROM 30 TO 35 HOURS AT A CONSTANT TEMPERATURE OF 104 °F, THUS, COFFEE HITS THE IDEAL HUMIDITY OF 11%.	IN THIS STAGE THE BEANS ARE ALMOST DRY, FROM THE TERRACE THE PARTIALLY DRY BEANS ARE TAKEN TO THE DRIER, THE DWELL TIME IS FROM 30 TO 35 HOURS AT A CONSTANT TEMPERATURE OF 104 °F, THUS, COFFEE HITS THE IDEAL HUMIDITY OF 11%.	IN THIS STAGE THE BEANS ARE ALMOST DRY, FROM THE TERRACE THE PARTIALLY DRY BEANS ARE TAKEN TO THE DRIER, THE DWELL TIME IS FROM 30 TO 35 HOURS AT A CONSTANT TEMPERATURE OF 104 °F, THUS, COFFEE HITS THE IDEAL HUMIDITY OF 11%.	IN THIS STAGE THE BEANS ARE ALMOST DRY, SO, ITS GOES TO THE DRYING MACHINE, THE PERMANENCE OF THE COFFEE IS FROM 30 HOURS AT A CONSTANT TEMPERATURE OF 95 °F, THUS, COFFEE HITS THE IDEAL HUMIDITY OF 11%.	IN THIS STAGE THE BEANS ARE ALMOST DRY, SO, ITS GOES TO THE DRYING MACHINE, THE PERMANENCE OF THE COFFEE IS FROM 30 HOURS AT A CONSTANT TEMPERATURE OF 95 °F, THUS, COFFEE HITS THE IDEAL HUMIDITY OF 11%.
<b>STORAGE</b>	AFTER GOING THROUGH THE DRIER, THE COFFEE HAS ITS OUTER SKIN DRIED, SO, IT IS STORED IN WOODEN BINS WHERE THE PROCESS OF DRYING IS UNIFORMLY COMPLETED.	AFTER GOING THROUGH THE DRIER, THE COFFEE HAS ITS OUTER SKIN DRIED, SO, IT IS STORED IN WOODEN BINS WHERE THE PROCESS OF DRYING IS UNIFORMLY COMPLETED.	AFTER GOING THROUGH THE DRIER, THE COFFEE HAS ITS OUTER SKIN DRIED, SO, IT IS STORED IN WOODEN BINS WHERE THE PROCESS OF DRYING IS UNIFORMLY COMPLETED.	AFTER GOING THROUGH THE DRYING MACHINE, THE COFFEE IS IN PARCHMENT, SO, IT IS STORED IN WOODEN BINS WHERE THE PROCESS OF DRYING IS UNIFORMLY COMPLETED.	AFTER GOING THROUGH THE DRYING MACHINE, THE COFFEE IS IN PARCHMENT, SO, IT IS STORED IN WOODEN BINS WHERE THE PROCESS OF DRYING IS UNIFORMLY COMPLETED.
<b>ENHANCEMENT</b>	THE ENHANCEMENT OCCURS A FEW DAYS BEFORE SHIPMENT TO THE FINAL DESTINATION, AT THIS POINT THE BEANS ARE TAKEN FROM THE HUSKS.	THE ENHANCEMENT OCCURS A FEW DAYS BEFORE SHIPMENT TO THE FINAL DESTINATION, AT THIS POINT THE BEANS ARE TAKEN FROM THE HUSKS.	THE ENHANCEMENT OCCURS A FEW DAYS BEFORE SHIPMENT TO THE FINAL DESTINATION, AT THIS POINT THE BEANS ARE TAKEN FROM THE HUSKS.	THE ENHANCEMENT OCCURS A FEW DAYS BEFORE SHIPMENT TO THE FINAL DESTINATION, AT THIS POINT THE BEANS ARE TAKEN FROM THE PARCHMENT.	THE ENHANCEMENT OCCURS A FEW DAYS BEFORE SHIPMENT TO THE FINAL DESTINATION, AT THIS POINT THE BEANS ARE TAKEN FROM THE PARCHMENT.
<b>FINAL PROCESS</b>	FINALLY, AFTER UNDERGOING THE PROCESS ABOVE, THE COFFEE IS ELECTRONICALLY SELECTED IN ORDER TO PREVENT DEFECTIVE BEANS TO BE SHIPPED.	FINALLY, AFTER UNDERGOING THE PROCESS ABOVE, THE COFFEE IS ELECTRONICALLY SELECTED IN ORDER TO PREVENT DEFECTIVE BEANS TO BE SHIPPED.	FINALLY, AFTER UNDERGOING THE PROCESS ABOVE, THE COFFEE IS ELECTRONICALLY SELECTED IN ORDER TO PREVENT DEFECTIVE BEANS TO BE SHIPPED.	FINALLY, AFTER UNDERGOING THE PROCESS ABOVE, THE COFFEE IS ELECTRONICALLY SELECTED IN ORDER TO PREVENT DEFECTIVE BEANS TO BE SHIPPED.	FINALLY, AFTER UNDERGOING THE PROCESS ABOVE, THE COFFEE IS ELECTRONICALLY SELECTED IN ORDER TO PREVENT DEFECTIVE BEANS TO BE SHIPPED.

**NEW**

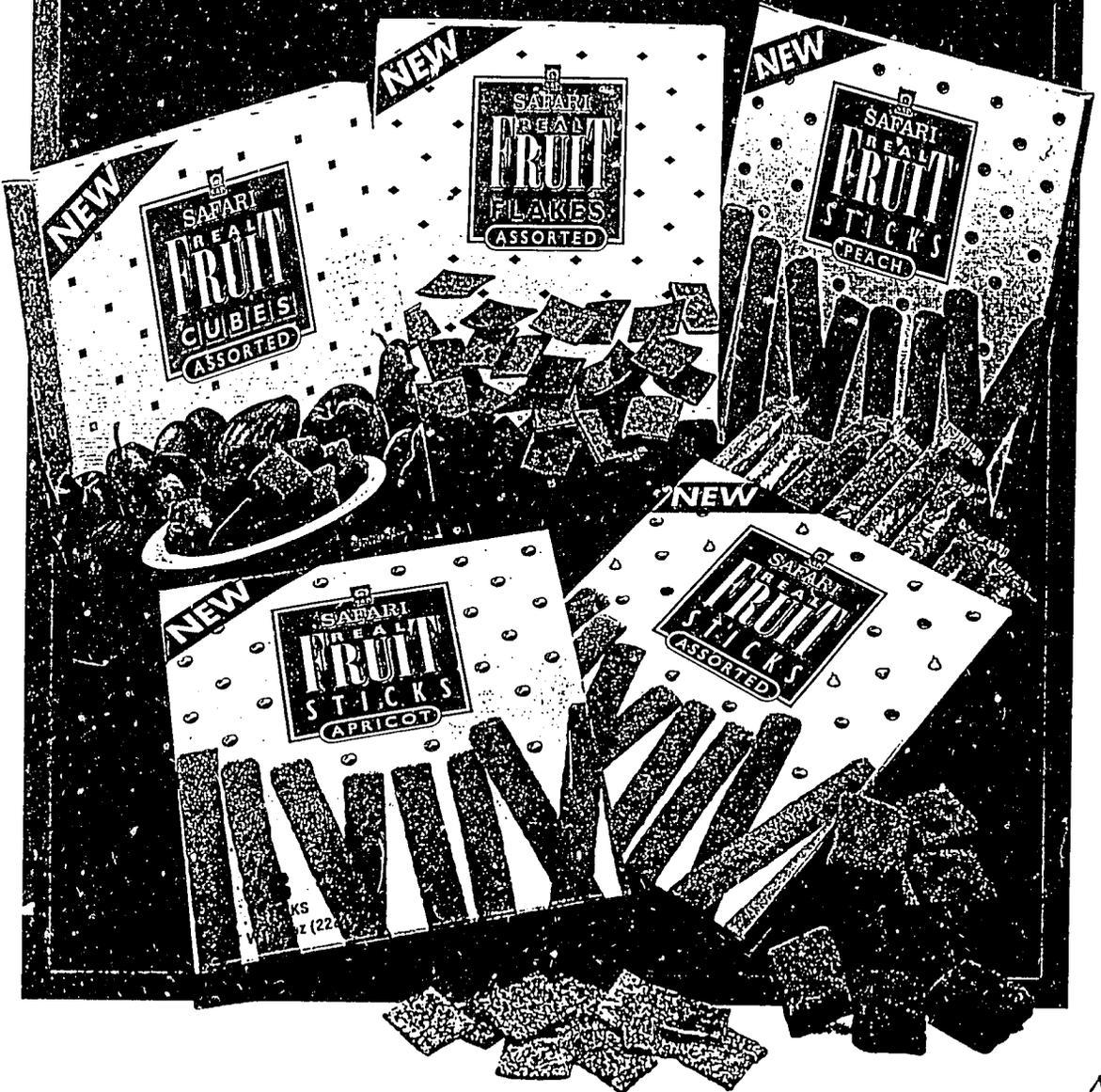
SAD

**SAFARI**

**REAL**

**FRUIT**

**SNACKS**





Nestled in the mountainous region of the Western Cape, just an hour from Cape Town, the town of Wellington has become synonymous with the finest quality fruit and wine grown and produced in South Africa.

It is here, in Wellington, that SA Dried Fruit maintains a long tradition of producing some of the world's best dried fruit and dried fruit products.

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					L	W	H	CUBIC METRES
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Sticks	Apricot	016037	24x250g	6kg	310	220	185	.0126
Sticks	Assorted	016044	24x250g	6kg	310	220	185	.0126
Cubes	Assorted	016068	12x250g	3kg	310	220	185	.0126
Flakes	Assorted	016075	12x150g	1.8kg	310	220	185	.0126

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Art.no. 1245002  
Content 50 gram  
Carton content 12 x 50 gram  
EAN Code bag 8712551000003  
EAN Code Carton 8712551920004  
Carton Size 30 x 40 x 19 cm  
Euro pallet: 80 cartons  
Shelf life: 8 months

Also available in display cartons  
24 x 50 g. and in ready floor-  
displays 168 x 50 g.

### APPEL CRISPS CINNAMON

Art.no. 1245003  
Content 50 gram  
Carton content 12 x 50 gram  
EAN Code bag 8712551000041  
EAN Code Carton 8712551930003  
Carton Size 30 x 40 x 19 cm  
Euro pallet: 80 cartons  
Shelf life: 8 months

Also available in display cartons  
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APPEL CHIPS, DE FRUITSNACK BIJ UITSTEK

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# Licence to indulge

*One man's meat is another man's poison as the popular saying goes and this is indeed an apt analogy to make when discussing the whims and fancies of European exotic food.*  
Simon Warburton.

**F**or what the average Briton might regard as exotic or indulgent, (almost everything outside his shores actually) might seem quite mundane and ordinary to a Frenchman, although the ancient prejudicial and chauvinistic factor applies to food just as much as national politics and characteristics.

People are far more inclined to judge food on what they perceive to be international traits than they would say, washing machines or fridges.

The French, traditional and many would say, rightly self-appointed guardians of European gastronomy, would be somewhat incredulous that anyone might think snails, frogs legs, or couscous, to be anything but commonplace. But put any of those in front of a German or Briton and the reaction would be very different.

An obvious but important point to make about the latter dish is that couscous is not indigenously French. It is actually a by-product of France's colonial heritage, dating from her days in Algeria and the strong influence of western Africa in general. Any stroll around a French town will also usually net the observer a plethora of 'restaurants indo-chines,' harking back to the days when gallic influence in the Far East was at its height.

Returning after what was often a considerable period of time in either the Orient or Algeria, the French 'pieds noirs' as they became known, wanted to experience in domestic cooking, the cuisine with which they had become familiar after so many years.

The influx of settlers from ex-colonial countries also provided the structure to supply that need, and it has by no means been a French



Tempting oriental delights from Kimarmor of France

phenomenon. There are now more Indian restaurants in London for example, than in the whole of Bombay and Delhi combined, again as a direct result of British involvement over a century in the sub-continent.

The list goes on in Europe, with Moroccan cuisine present in Spain, Indonesian dishes in Holland, Turkish food in Germany and so on.

Economic purchasing power plays a major role in this area of food too. Dramatically improved living standards, despite the onslaught of the 90s recession, has meant far more disposable income to buy what was once thought frivolous and indulgent.

Greater exposure to 'foreign' influences, through the advent of the packaged and tailored holiday, has led to increased curiosity about overseas food, and the consumption of it domestically, adds to the memories enjoyed abroad.

## British exotica

Of all the European countries, it is perhaps Britain that considers food to be exotic where others might merely describe it as unusual.

Long renowned and perhaps unfairly so, for its tendency to orientate towards conservatism, the British palate has proved extremely adept at welcoming influences from overseas. This trend

has extended to the British kitchen as well as restaurants with more and more Britons experimenting with spices, in particular in their cooking.

According to the marketing intelligence agency, Mintel's, *Ethnic Food* report, the UK spent £366m on ethnic food ingredients, ready meals and snacks last year. This has nearly doubled from £196m in 1989 and Mintel estimates it will reach as much as £430m by the end of 1994.

Indian and Chinese foods are the most popular, but in recent years, British consumers have branched out to use a wider variety of exotic foods and the demand for Mexican, Thai and Indonesian products has grown rapidly.

Six out of ten respondents claimed to have eaten some type of ethnic food, with Chinese the most popular with 42% saying they had eaten this type at home. Indian varieties came second with 37%, while Mexican food had a British following of nearly 21%.

Nearly one in ten had tried one of the more unusual ethnic foods such as Thai, Malaysian or Afro-Caribbean.

"People are becoming more adventurous in their use of ethnic foods and many are taking the trouble to produce authentic dishes from scratch," said Mintel research analyst, Helen Ruddick.

"The complete ready made meals are popular as they require no effort to prepare but our re-

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**MARKET SURVEY: EXOTIC FOODS**


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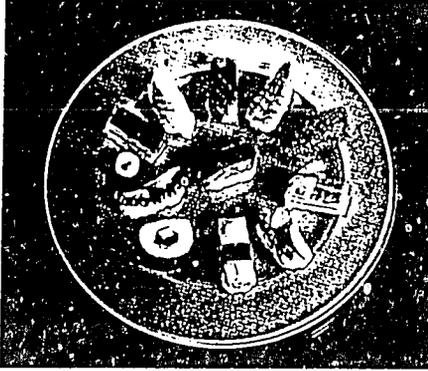
search shows that a fifth of the adults made an Indian or Chinese meal from scratch in the three months before the survey, while one in ten cooked a complete Mexican meal."

Those in the south of the UK and in Scotland are the keenest cooks of all types of ethnic food, while Mexican or Indian food is least likely to be cooked at home by those in the north west.

Mintel tips Mexican, Thai and Afro-Caribbean food as being the sectors which will show the most growth in the next five years as people search farther afield for new experiences.

Number one ethnic food producer in the UK, Sharwood's, has market leading shares of 63% for Indian and 49% for Chinese in an ethnic market worth £75m.

According to Susan Millington, Sharwood's marketing director: "There are an increasing number of European consumers interested in all types of Asian and



Frozen classic Sushi from Benoist

Oriental food.

"Many of the connections go back to colonial routes - such as Indonesian/Dutch or Vietnamese and Cambodian/French. The recent success of Mexican food across Europe has whetted the appetite for more spicy food and we see Indian as the next trend."

After the partition of the Indian sub-continent in 1947, thousands of Pakistani Moslem's came to Brit-

ain and set up Balti houses, with many established in the early 1970s, especially in the Midlands. Balti food was traditionally the preserve of the wandering Indian nomads in the mountains, who would only have one utensil - the Balti pan - in which food was prepared and served to conserve fuel.

Today, in the UK, the tradition is carried on with the pan being brought to the customers' table straight from the kitchen.

Indian food is increasingly being eaten in and taken away, from a growing variety of restaurants and this is filtering through to home cooking.

Sharwood's is monitoring these changes in habits and believes it is where it can take the lead in developing new products. Susan Millington added: "We have found European customers are becoming more sophisticated in their taste for spicy food with more

## MARKET SURVEY: EXOTIC FOODS



Supply problems may lead to countries outside Russia producing Caviar

variations being demanded on the standard curry theme."

This would appear to reflect a growing pan-European desire for more authenticity in curries, with basic dishes giving way to specialities such as Tandoori, Tikka Masala, Kashmiri, Do-Piazza and Balti.

Sharwood's also produces a range of products to encourage cross purchasing, such as poppadoms, chutneys and rice and indeed, everything needed to create an entire Indian meal, is now available in supermarkets.

Sharwood's curry powders are made from blends of 21 different spices, consisting of mild, medium and hot powders. The company also supplies Tikka and Tandoori spice mixtures as well as Naan bread mixes.

With the number of Indian restaurants expected to increase to 10,000 in the UK from the present 7,500, supermarkets can expect to see a strong increase in buying to create eastern dishes at home. With this in mind, Patak's of Lancashire, has now taken a 20% share of the Indian food ingredients market and recorded a massive 92% jump in market share to December 1993.

### Meal accompaniments

The current Patak's range now extends from pickles, pastes, and chutneys through to sauces in jars, ready-made meals and poppadums. It was the first company to launch a Balti curry paste and has equally introduced tikka and tandoori flavoured minipoppadums to the market.

The true curry devotee can now also choose from myriad ranges

of pickles, chutneys and rice as well as plain, madras spiced, Bombay spiced and green chilli and garlic spiced poppadoms - all from supermarkets. With the noticeable trend to eating in rather than out, the large chains all stock a wide variety of eastern products to cater for this demand.

From Singapore comes a range of eastern snacks from Orientalis, with its satay broad-beans and garlic/chilli flavoured peanut crackers as well as Oriental mix and spicy prawn rolls. The range is available in packs from 40gm to 2kg and the company claims retailer margins should be in the region of 40%.

New products for the company, which imports into major European countries, include oriental curry mixes for Beef Rendang, Satay Marinated and Satay Peanut sauce as well as Nonya Chicken Curry, hot Prawn Sambal and delicate Fish Curry.

Western Isles has announced the launch of a new range of Japanese foods under the Sanchi label. The range comprises 25 products including Miso, Seaweeds, crackers, noodles, tofu, soy sauces and an instant Miso soup.

Sanchi Tofu is spearheading the launch and is already listed in Tesco, Waitrose and Safeway. This ambient version of Tofu is packed in 250g Tetrapaks and retails for around 99p.

"The Sanchi range provides British consumers with a range of specialist foods," said Lisa Mathews for Western Isles' parent company, Community Foods. "Tofu is rapidly becoming one of the more popular new foods for the housewife, who is keen to experiment with this high protein, low-fat ingredient.

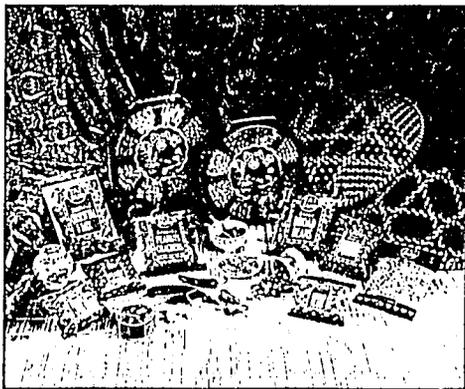
Swedish Blue is one of several cheeses being marketed in the UK by Arla Cheese, and is already selling in supermarkets such as Sainsburys. The company intends to present the Swedish Blue variety to other supermarkets, after its recent success at the Nantwich International Cheese Show, where it was judged Reserve Supreme cheese.

### Greece

Legend has it that after God had created the world, he decided to plant trees and plants to make it beautiful, starting with Canada and northern Europe and so on until he was out of material. Suddenly he noticed a small place in the Mediterranean, which was 'naked' and as he was out of trees and plants, He decided to plant all manner of herbs.

Well, it is a nice story, but the fact remains that Greece does possess a huge range of herbs, which it uses for myriad purposes, including medicinal ones. They are also often used in tea, from chamomile, mint (diosmos), tilio (mountain tea) as well of course as mint tea.

The use of herbs and spices in the Greek Kouzina (kitchen) makes for a wide variety of tastes and flavours. Herbs such as basil (vassilikos), bay laurel (dafni), cin-



A range of Eastern snacks from Orientalis

## MARKET SURVEY: EXOTIC FOODS

namon (kanella), dill (anithos), oregano (rigani), and thyme (thimari) flavour all sorts of dishes.

Cinnamon is widely used in the Greek stew, stifado, made with rabbit or hare and plenty of tiny onions, to lighten up the heavier onion taste. Surprisingly, Greeks also favour the use of garlic in cooking.

Greek honey has many subtle varieties as Greek bees dine on wild flowers, pines, thyme, blossom and a cocktail of wild plants and forest flowers. Greek honey is exported, with a popular variant being thick, Greek yoghurt covered with honey and walnuts.

### France

France is the seventh largest producer of seaweed and the north western region of Brittany, battered by the Atlantic, accounts for 90% of French production.

Despite being regarded with trepidation by many, seaweed has actually been eaten for centuries in eastern cultures, typically China and Japan and possesses many attributes which make it a particularly healthy product such as 20% proteins, 40% glucides and 1% lipids.

The *Conseil Supérieur de l'Hygiène* in France has authorised the commercialisation of 12 French seaweeds, which the French are apt to name somewhat coyly at times as *légumes de mer* or sea vegetables.

Algues de Bretagne, based in Rosperden, Brittany produces seaweed for the restaurant trade across Europe and also for French supermarkets and health shops, as well as industrial salad manufacturers.

Christine Le Tennier, sales manager for the company commented: "Germany is our largest export market but we are also involved in Holland, Belgium, Switzerland, the UK, Italy and Spain.

"Some 20% of our product is destined for the export market out of an annual turnover of FF1m. We are also working with an English firm at the moment to supply high quality restaurants with our seaweed."

For French supermarkets, Algues de Bretagne supplies seaweed in small packs, which can last up to

three months on the shelves, although the salt levels have to be right to maintain the product's freshness. There is also a dried seaweed version available in supermarkets, which simply requires the addition of water to rehydrate it.

Sodebo of Montaigu, France, is an innovative food manufacturer, which started in the Superfresh and Superpork Cuisine product lines and is now active in catering for new more demanding eating habits.

Under its subsidiary company, Kimarmor, Sodebo, manufactures a range of exotic foods, with an oriental flavour, including several varieties of spring roll, with chicken, prawn and crab filling, as well as sauces, rice, doughnuts and nougat. Pascal Cadorel, director of communication at Sodebo, explained that the company had recently branched out on to the

of north west Spain; in Galicia.

From these small beginnings developed one of the world's largest fish canning industries, which has since learned to specialise in a whole range of gastronomic delicacies.

Among these are fresh fried anchovies, bullet tuna, crawfish, eelers, hake roe, octopus, razor clams, salt-cod, scallops, sea urchins and squid, to name a few.

### Italy

Ibis, based in Busseto, Parma, produces high-quality deli-meat products including Mortadella, Pancetteria (rolled bacon in the Parma style) raw ham, Paramec (pre-packed products) and Meat Masters (European deli-meat line).

Last year the company's turnover was Lire70bn with expansion already afoot in Europe and the US, where it is distributed under the label, Meat Masters of Europe.

One of Ibis' latest products is Cuor di Paese, the new Mortadella that maintains its original taste but which also has a fat reduction of 33%, with each slice, 'signed' with a heart symbol in the centre.

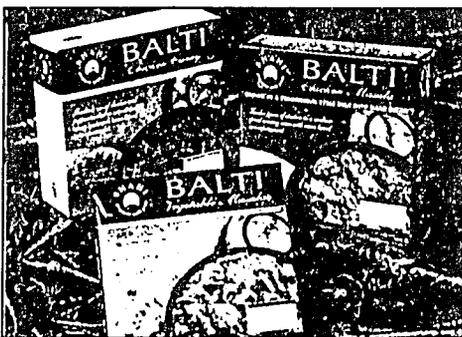
The Italian fish farming company, Agroittica, has started to produce caviar, which it claims to be of the same quality as Beluga. Based in the lower Po valley at Calvisano near

Brescia, Agroittica is distributing its caviar in 50g tins, at Lire€0,000 each (£26) throughout a hundred or so delicatessens and food specialist stores in Italy.

The company has 136 hectares of fish tanks and 25,000 square feet of processing plant, with an annual turnover of Lire13bn (£5.8m) and has made considerable investment in breeding sturgeon.

Sturgeon were relatively common in the salty waters of the Po estuary, but it has all but disappeared in the last 20 years. Agroittica claims to be the only fish farm in the world to produce sturgeon in captivity.

Current output is limited to a few hundred pounds per year, but Agroittica points to the crisis in the Russian industry where severe pollution of the Caspian sea threatens the stocks of sturgeon



Authentic Indian recipes from S & A Foods

European scene, namely Spain, Belgium, Germany, Holland and Luxembourg.

In Holland, another subsidiary has been set up, trading under the name of Sodebo BV, in order to provide a launching pad for the markets of northern Europe.

"All our products are fresh," he said, "and we are present in most of the big, French supermarkets like Carrefour, Mammouth and Système U. French people really want to have a taste from elsewhere more and more these days and we are happy to supply that taste."

### Spain

Fifty years after the Frenchman Nicolas Appert found out how to conserve food in a glass jar, the first Spanish canning factories opened for business on the shores

with extinction. "If that happens, we can become a real alternative source of supply," says commercial director, Patrizia Moro Tolettini.

#### Russia

The ex-USSR, the world's largest producer of caviar in tandem with Iran, which also borders the Caspian Sea where the majority of the Sturgeon fish are found, is facing something of a crisis as the relative stability of the old order breaks down.

European dealers have signalled a note of worry as the former Soviet Republics of Russia, Azerbaijan, Kazakhstan and Turkmenistan now divide the spoils of this, perhaps the world's most exotically-perceived food, between themselves.

The problem appears to lie in the fact that these emergent Republics, desperate for hard, foreign currency, are often inexperienced individually at producing and mar-



The Sanchi range of Japanese snacks

keting caviar, which is damaging quality. The whole of the western market for caviar is worth around \$100m at 300 tonnes.

By far the largest importer in Europe is France, which takes some 30 tonnes per year. Next on the list are Switzerland and Germany.

Standard retail prices are \$67 for 100g of Sevruga and \$240 for 100g of Beluga, but the largest proportion of caviar sales go to the airlines, who give it away to their pampered first class passengers.

Exotic to some is quite ordinary to others, witness the old Russian reaction to caviar as everyday food. But increased internationalisation of business, access to foreign travel and increased spending power and not least historical and cultural legacies, have all contributed to a curiosity about foods that has and will persist.

Supermarkets and producers have recognised this desire and provide in the main, extensive products as ready made meals or to make up at home.

Such an increase in choice can only enrich the eating experience and bring a dash of colour to everyday food.

**Further information regarding Mintel reports can be obtained from Tel: +44 71 606 6000**

# pick of *the european crop*

*For most Europeans, exotic fruits bring a few rays of edible sunshine into an otherwise bleak winter; they bring a taste of the tropics right onto the doorstep. However, as many of these exotics become more readily available, passions and preferences for particular tropical style fruits are changing. So, just what are the best selling exotic fruits in the European market? Which varieties have fallen from their former glory, and what are the exotic newcomers? Anne Ager reports.*

Good as they are, home produced European fruits have, for some years now, been supplemented by produce imported from the far corners of the earth. In recent years, increasing quantities of exotic fruits and vegetables have been appearing in shops right across Europe. Improved transportation, using atmospherically-controlled containers, has made it possible to enjoy fresh tropical fruits, such as mangoes and paw paw, within a few days of them being

*Exotic fruits are now regularly displayed in European supermarkets*

harvested. Once the EC countries recognised the importance and consumer potential of exotics, several countries had a go at growing them in their own back gardens. France, Italy and the Channel Islands, for example, have all been successful in cultivating the kiwifruit.

In spite of these local attempts, it is the origins of an exotic fruit that determine its label as exotic. If it comes from a land that is far away, where the climate is much warmer, and it has to travel a long way to reach the table, then it is frequently regarded as exotic. However, once tastes become accustomed to a particular exotic fruit, then the mystique quickly vanishes, and the product from a far-off land becomes familiar. The avocado is a good example. As soon as it became an integral part of the European supermarket scene, it quickly installed itself as a regular item on most of Europe's shopping lists. The kiwifruit and mango have already followed in the avocado's footsteps, and many new exotic fruits will soon take the same route.

So just what is it about exotics that attract us? The colours, the strange and magical-sounding names, the highly unusual shapes and textures?

It is in the winter months, especially, that the desire for something exotic is at its strongest. Surrounded by the cold weather fruit staples,



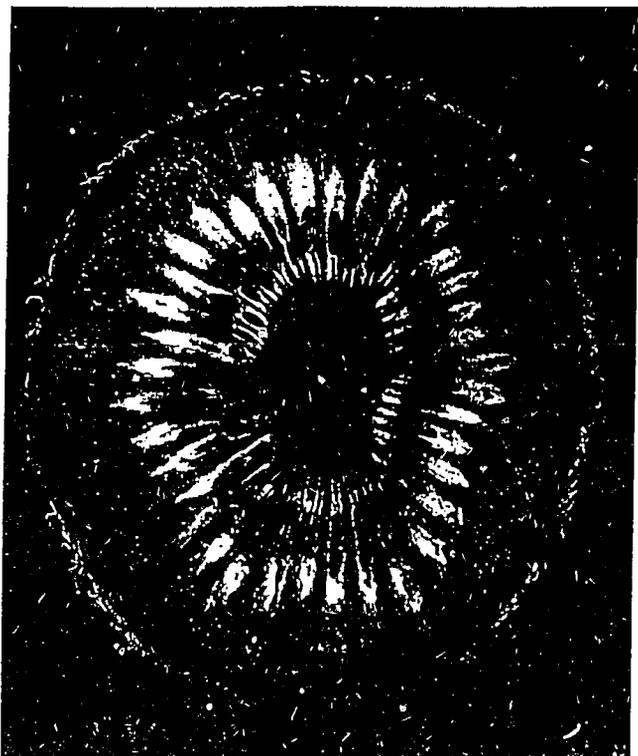
Unifruco



Adamo Morgese

such as apples, pears and oranges, thoughts of warm seas and palm trees come to mind. The luscious fruits from Caribbean islands and hot continents allow a taste of sunshine at home. This is a fact that many growers and importers are aware of when planning their consumer literature, and most product/recipe leaflets for exotics are introduced into the supermarkets ▶

*Once considered exotic, mangoes are now an accepted part of the fresh fruit market*



*Kiwifruit is now found throughout Europe*

around Christmas-time or early in the new year. So what have been the exotic successes of the '90s, so far as fruit is concerned?

The list is quite a long one, but the products of principal importance include mangoes, fresh dates, lychees, persimmons, fresh figs and watermelon. And, when it comes to exotic newcomers for 1994 and beyond, the list becomes even more exciting.

**Carambola** (or star fruit): Although this characteristically-shaped fruit has appeared in many European shops and supermarkets for some little time, it has not reached its full potential so far as consumer awareness and frequency of purchase are concerned. Many

people are unsure as to how to use and eat this jolly, five-point, star-shaped fruit: Is it possible to peel it? Is it for sweet or savoury use? Is it eaten raw, or should it be cooked? The answer is quite simple: once the fruit is ripe, simply cut it into thin slices, either to eat on its own, with a little sugar and thick natural yoghurt, or add to a salad as garnish.

**Rambutans:** These unusual small fruits are sometimes referred to as hairy lychees. Like the traditional lychee, they originate from Asia. Underneath the outer hairy shell, the acidulous yet sweet flesh has a delicate rose flavour. These are not to be confused with mangosteens.

**Mangosteens:** One of the best and most beautiful exotic fruits, but to date not easy to find in Europe. The snowy-white, delicately perfumed, juicy flesh is enclosed in a dark, reddish-brown skin. The apple-shaped fruit is topped with an attractive, curved calyx, and, when sliced across, a surprise is in store – five fat segments of white flesh, that turn pink when exposed to the air.

**Cerimoya:** This is the aristocrat of the custard apple family. The greenish-yellow, prickly-pebbled skin encloses a sweet white flesh, with an unusual flavour somewhere between that of a pineapple and a strawberry. The sieved pulp is ideal as the base for a sauce, or as a convenient natural custard.

**Passion fruit:** Another important exotic family is that of the Passion. There are 350 varieties of the passion fruit, ranging from pale yellow through to coral pink and differing shades of brown. The generally yellow-orange pulp is slightly gelatinous and peppered with tiny-tipped fruits, like grapes. The question often is: to eat the pips, or not to eat the pips?

The grenadillo is a cross between a passion fruit and a pomegranate, and it is widely used in food processing in France, especially in the production of sirop de grenadine.

**Guava:** The guava is one of the most exotic of the exotics, with its rich, softly sweet and almost undefinable smell. Many of the European ►

Fresh Produce Journal

*Exotics bring a taste of sunshine to the European palate*



emporiums of exotic fruit excellence, such as Fauchon in Place de la Madeleine, Paris, and Kaiffer in Munich, have the haunting smell of guava permeating the air. Once peeled, the whole fruit of the guava can be eaten, including the seeds. The Vitamin C-rich flesh, with its honeyed rough texture, goes well with soft cheeses. The feijoa, sometimes known as pineapple guava, is quite unlike its yellow cousin in appearance; it is reddish-green on the outside, with a heavy scent of pineapple. Both fruits come primarily from south America, California and Australia.

**Papaya:** This yellow-skinned fruit, with its perfumed, semi-sweet orange flesh, has been seen in ethnic street markets around Europe for many years, but it is still a newcomer to the supermarkets. It makes an unusual start to the day, at breakfast time: cut into wedges, sprinkle with a good squeeze of lime juice, and eat as they do in Cuba.

This is just a taste of some of the exotic fruits that we will be seeing more of in 1994 in many supermarkets, hypermarkets and good quality food stores. All of the above-mentioned fruits lend themselves readily to linked promotions with other foods, and particular styles of eating. As European eating habits change, so the eating opportunities for many exotic fruits grow. The



Fresh Produce Journal

tangy freshness of many of these fruits, for example, is a perfect foil to the richness and/or smokiness of many of the new delicatessen foods, such as smoked duck, smoked venison and marinated fillets of oily fish.

The sunshine fruits of a European winter are definitely here to stay! ■

*Rambusians have a sweet flesh with a delicate rose flavour*



*The freshness of exotic fruits is a perfect foil for some of the new delicatessen foods*



Unifruco

## PAPAYE- Solo Kapoho Variété d'Hawaï

### Comment la papaye d'Hawaï se distingue-t-elle tant des autres?

Elle a une jolie couleur dorée. C'est une variété douce, ferme, charnue qui n'est pas juteuse.

L'arôme et le goût de cette papaye exceptionnellement exotique, ne se comparent à aucun autre fruit.

La variété Hawaïenne kapoho a été développée pour mieux s'accommoder du sol poreux des îles volcaniques Hawaïennes et de leur doux climat tropical, et elle se cultive toute l'année.

### Comment peut-on assurer la fraîcheur et a qualité des papayes hawaïennes?

Toutes les papayes l'Hawaï sont expédiées l'Hawaï vers l'Europe par voie aérienne. Les cheminements vers les principales villes européennes peuvent même s'effectuer dans les 4 heures.

Toutes les papayes expédiées d'Hawaï sont conformes aux critères de qualité exigés par le Département d'Agriculture de l'Etat d'Hawaï. La plupart des papayes hawaïennes sont expédiées au moins au quart mûres afin de satisfaire le client gourmet d'un fruit mûr à point. Les consommateurs doivent rechercher un fruit lisse et non taché.



## PAPAYA- Hawaii's Solo Kapoho Variety

### What makes Hawaiian papayas so different from other papayas?

It has a rich golden color. It is a sweet, firm, and meaty variety that is not watery.

The aroma and taste of this ripe papaya are uniquely exotic and not comparable to any other fruit.

The Hawaiian Kapoho variety has been bred to grow best in Hawaii's porous, volcanic island soil and tropical balmy climate and is available year-round.

### How can the freshness and quality of Hawaiian papayas be assured?

All Hawaiian papayas are jet-air flown from Hawaii to Europe. Shipments can arrive within as little as 24 hours to any major European city.

All papayas shipped from Hawaii must meet strict Hawaii Department of Agriculture grading standards. Most Hawaiian papayas are shipped at least quarter-ripe to meet the gourmet consumer's demand for riper fruit. Consumers should look for unblemished and smooth fruit.

## HAWAIIANISCHE PAPAYA- Hawaïis Solo Kapoho Art

### Was macht die hawaiianische Papaya so einzigartig?

Sie hat eine tief goldene Farbe, ist süß, fest, fleischig und nicht wässrig.

Das Aroma und der Geschmack der reifen Papaya sind besonders exotisch und

unvergleichbar mit irgendeiner anderen

Frucht. Die hawaiianische

Kapoho Art wurde auf spezielle Weise gezüchtet,

um in Hawaii poröser Vulkanerde und

tropischem, mildem Klima gut zu wachsen. Sie kann

dort das ganze Jahr über

geerntet werden.

### Wie kann für Frische und Qualität der hawaiianischen Papaya garantiert werden?

Alle hawaiianischen Papayas werden auf dem schnellsten Wege - per Luftpost - von Hawaii nach Europa geflogen.

Lieferungen erreichen jede größere europäische Stadt

innerhalb von 24 Stunden. Alle Papayas, die von

Hawaii aus versandt werden, müssen die hohen

Qualitätsmaßstäbe des hawaiianischen

Landwirtschaftsministeriums erfüllen. Die meisten

Papayas werden erst dann verschickt, wenn sie

mindestens ein Viertel ihrer Reife erlangt haben.

Hierdurch wird dem Feinschmecker eine

perfekt gereifte Frucht garantiert. Der Konsument

sollte nur makellose, weiche Papaya wählen.

**Comment doit-on manipuler les papayes?**

Le fruit devrait mûrir à une température de 20° à 25° C. Les fruits mûrs eux doivent être entreposés entre 10° et 12,5° C.

**Comment mange-t-on une papaye Hawaïenne?**

Elle peut être simplement coupée par la moitié, vidée de ses graines et dégustée à la petite cuillère telle quelle, ou servie légèrement arrosée d'un jus de citron ou de citron vert.

La papaye hawaïenne peut être servie, comme plat principal, farcie avec de la viande, du poisson, de la volaille ou des légumes, en dessert ou en nombre infini et varié de recettes froides ou chaudes.

**En nutrition comment comparer les papayes Hawaïennes par rapport aux pommes et aux oranges?**

Le tableau ci-dessous représente la comparaison établie pour 100 grammes des fruits suivants: (1)

**Wie sollten die hawaiianischen Papayas gelagert werden?**

Die Frucht sollte bei 20°-25° C ihre volle Reife erlangen und dann bei 10°-12,5° C gelagert werden.

**Wie wird eine hawaiianische Papaya gegessen?**

Die Frucht wird einfach halbiert, entkernt und aus der Schale gelöffelt oder mit etwas Zitrone oder Limone serviert.

Die hawaiianische Papaya kann als Hauptgericht mit Fleisch, Fisch, Geflügel oder Gemüse gefüllt oder als Nachtisch in unendlich vielen verschiedenen Gerichten serviert werden.

**Wie hoch ist der Nährwert der hawaiianischen Papayas im Vergleich zu Äpfeln und Orangen?**

Die anschließende Tabelle vergleicht 100 Gramm der folgenden Fruchtarten: (1)

**How should Hawaiian papayas be handled?**

The fruit should be allowed to ripen fully at 20° C. Ripe fruit should be stored between 10° and 12.5° C.

**How is a Hawaiian papaya eaten?**

It can be simply cut in halves, seeded, and enjoyed by spooning it out as is or served with a twist of lemon or lime.

Hawaiian papaya can be served stuffed as a main course with meat, fish, fowl or vegetables or in a dessert or any endless variety of recipes either cold or baked.

**How do Hawaiian papayas compare nutritionally to apples and oranges?**

The chart below compares 100 gram samples of the following fruits: (1)

Papaye	Pomme	Orange	Papaye	Apfel	Orange	Papaya	Apple	Orange			
Calories	40	60	50	Kalorien	40	60	50	Calories	40	60	50
Hydrates de carbone (g)	10	15	12	Kohlehydrate (g)	10	15	12	Carbohydrates (g)	10	15	12
Gras (g)	0	0	0	Fett (g)	0	0	0	Fat (g)	0	0	0
Sodium (mg)	0	0	0	Natrium (mg)	0	0	0	Sodium (mg)	0	0	0
Potassium (mg)	260	115	180	Kalium (mg)	260	115	180	Potassium (mg)	260	115	180
Vitamine A, % US RDA (2)	40	1	4	Vitamin A, % US RDA (2)	40	1	4	Vitamin A, % US RDA (2)	40	1	4
Vitamine C, % US RDA	100	10	90	Vitamin C, % US RDA	100	10	90	Vitamin C, % US RDA	100	10	90
Calcium, % US RDA	2	1	4	Kalzium, % US RDA	2	1	4	Calcium, % US RDA	2	1	4

(1) Données fournies par le Ministère de L'Agriculture des Etats-Unis (manuel no. 8-9,1982).  
 (2) Ration journalière recommandée aux Etat-Unis.

(1) Basiert auf Informationen aus dem Handbuch, Nr. 8-9, 1982, des Landwirtschaftsministeriums der USA.  
 (2) In den USA empfohlene Tagesmenge.

(1) This is based on information from the United States Department of Agriculture Handbook Number 8-9,1982.  
 (2) United States recommended daily allowances.

Color	Stade	Temps de mûrissement	Farbe	Reife-stadium	Reifezeit	Color	Stage	Ripening Time
verte, avec de légères nuances jaunes à l'extrémité plus large	mûre au 1/4	5 à 7 jours	Grün, mit gelblicher Fäbung am breiteren Ende.	1/4 reif	5-7 Tage	Green, with slight yellow tinge at larger end.	1/4 ripe	5 to 7 days
1/3 jaune, 2/3 verte	à moitié mûre	2 à 4 jours	1/3 gelb, 2/3 green	1/2 reif	2-4 Tage	1/3 yellow 2/3 green	1/2 ripe	2 to 4 days
2/3 jaune	mûre aux 3/4	1 à 2 jours	1/2 gelb	3/4 reif	1-2 Tage	1/2 yellow	3/4 ripe	1 to 2 days
entièrement jaune-orange	complètement mûre	—	größtenteils gelb-orange	reif	—	Mostly yellow-orange	Fully ripe	—

120

# preserving quality

*Produce in glass jars makes a quality statement that European consumers obviously want to hear.*

*Vegetables and fruit in glass are taking an ever-increasing cut of the market. Marion Carter talks to two major players in the glass war.*

**B**ottling fruit and vegetables is not a new concept. A few generations ago many products were bottled. In Holland, it has been carried out commercially for over 25 years and today more preserved vegetables and fruit are sold in glass jars than in any other way. That is to say, more than frozen, dried or tinned put together. Giessen-based HAK – that has 60 per cent of the vegetable-in-glass-market – was the pioneer in Holland. Others, such as Heusden's Jonker Fris followed. Although it is still a relatively small player in the glass market, it is increasing its success in Europe largely under private label, but also under its own. Today the popularity of fruit and vegetables in glass is growing throughout Europe, and Gerard van

Melis, marketing manager of Jonker Fris, has no doubt about why this is happening. "In a climate where an extremely discerning customer expects quality, wholesomeness and value for money, the glass jar shows them that they are buying all three." Or as the advertising of HAK in Ireland puts it: 'What you see is what you get.'

While both companies sell on a conscious commitment to quality and purity – neither Jonker Fris nor HAK are prepared to add artificial colour or preservatives to their products and both tightly control the growing and preserving processes – their approaches to the market are quite different. HAK sells its product exclusively in glass jars, Jonker Fris uses both glass and cans as a total concept. At HAK the attack is two-pronged. "We make it easy for our customers to sell our products and we ensure a good profit margin," explains marketing manager Henk van Ooyen. "First, we listen to what they want and we give them help with distribution and space management: experience has shown that block displays according to





- Frisch von Feld in Glas - in Germany. "In recessionary times, people are more cautious and day-to-day business is slower than it might be," he states. "Even so, all through this difficult period in the international marketplace, we have continued to grow."

Jonker Fris, meanwhile, is a totally modern, truly international institution allied with Coenen and Theeuwen of Holland. With sales offices in Holland, Germany, France, Belgium and the UK, van Melis feels that the whole group has benefited from the various unions both in terms of product range and local market experience.

"In a marketplace that is reaching saturation point we believe it is vital to listen to the customers and give them what they want. As a result, we make every effort to be a perfect business partner. We give every support to suppliers who sell our products under their own name or ours, and supply value-added products that our research suggests will sell in their marketplaces. In fact," he explains, "we place enormous emphasis on product development, based on what our customers tell us. We learn so much from them by the high standards that

they set. The UK market, for example, demands a great deal in terms of quality. We feel that if you can sell well there you can sell all over Europe."

The company's product range is impressive: it supplies an extensive range of fruits and vegetables in jars and cans, making it possible they say, to supply an entire canned section, single handedly. "Actually," states van Melis, "We are asked to do that quite a lot. One lorry from four companies from Jonker Fris is far simpler than four lorries from other sources" he states, "And it's cheaper." The company is also rather good with products such as soft fruits that some other companies would rather avoid. Furthermore, it has a couple of secret weapons such as the Dubbelmoes range, delicious mixtures of apple and raspberry or banana whipped into a mousse. The company's Premium asparagus range, meanwhile, offers fresh produce all year round for lovers of traditional values and good, old-fashioned quality.

Jonker Fris is highly conscious of environmental issues. Like HAK, it takes control of as much of the growing and processing phases as possible to ensure integrity. Both also work in co-operation with the packaging industry to find solutions to packaging problems, and are actively involved in the purification and recycling of their own waste water.

With their top-quality fruit and vegetables in jars, plus some very sharp business-awareness, companies such as HAK and Jonker Fris have found in their own different ways, a very lucrative and growing niche in the market. Grandma would have approved, but she would probably have preferred freshly-grown or self-preserved fare. On the other hand, if grandma had wanted the best for her family and time for a career for herself, she could quite possibly have asked grandpa to buy a few of those smart glass jars from HAK or Jonker Fris. Who knows? ■





brand can increase product turnover. Then we help to create brand preference by means of intensive advertising with a strong theme, complemented by promotions, displays and brochures." Because it is used in all national media, most adults in Holland can quote HAK's Dutch slogan, *U moet groenten van hak hebben*, a clever word play that is lost in translation.

The formula is a successful one. What began

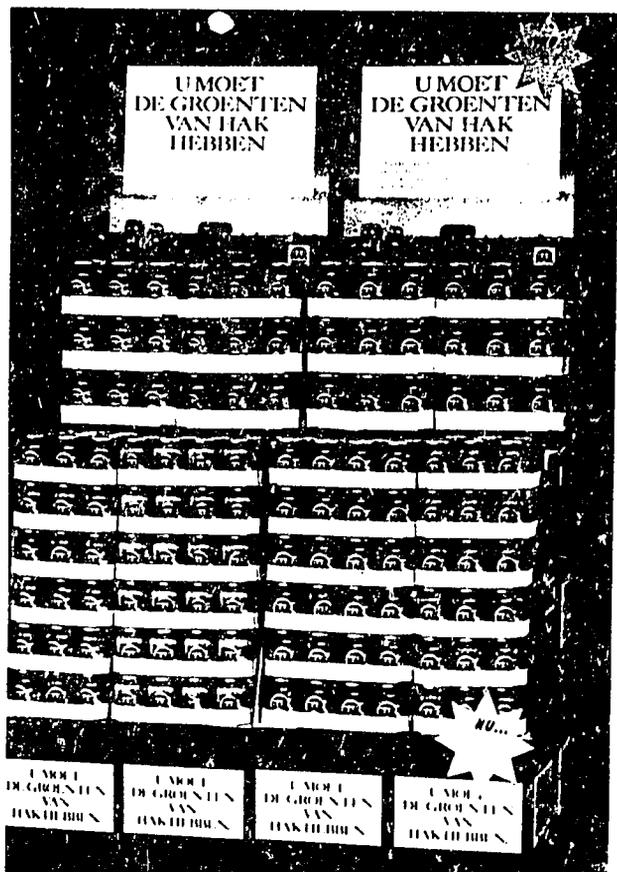
in 1952 as a tranquil family enterprise has now developed into Europe's leading manufacturer of vegetables in glass, producing more than 100 million jars per year and selling to 25 countries in Europe and beyond.

The range – both in terms of variety and packaging – caters well to customer preference, with the smallest of the three sizes offering a one-portion size to satisfy the growing number of single-person households. Offering around 35 different vegetables, the company's approach to product range is broad but perhaps prosaic. Indeed, ask van Ooyen what value-added combinations the company is considering and his gaze becomes blank. But the approach works. In Germany, for example, the market share of vegetables in glass has reached 14 per cent, in Belgium 25 per cent.

Elsewhere, market awareness continues to grow sharply. HAK would put the success down to plain, good quality vegetables packed in glass, backed by thorough multi-media promotion. "We work hard and spend a great deal of money to let consumers know about our product. That way," van Ooyen continues, "they get the best, trade does well and we continue to grow bigger."

But who is buying what, and where? "While vegetables such as carrots and peas are universally popular," van Ooyen explains, "when it comes to the rest, each nationality takes from our range those products that suit its traditions and preferences. In Italy, tomatoes, sweet corn, peppers and beans are particularly popular, in Germany, pickled cabbage and beetroot. In Holland, where it is served with many savoury dishes, apple puree goes down a storm – as well as simple brown beans particularly in the winter months. The French and the Belgians like haricot beans and salsify: a vegetable almost completely unknown in other countries."

Having gone national in 1991, HAK is now involved in an intensive promotional campaign ▶



# pineapple

## *potential*

**Andrew Clayton looks at recent developments in the European pineapple market.**

**P**ineapples have the potential to become one of the biggest-selling fruit lines on the European retailing front providing they are perceived as representing good value to consumers. As recent price promotions amongst some of the bigger chains have shown, lower prices certainly spark interest. The aim of these has been to attract first time users as well as reward those who already purchase the fruit. Improved post-harvest methods and better shipping have been instrumental in helping pineapple become a more regular sight on the supermarket shelves and many believe the pineapple is capable of achieving much higher consumption levels.

Pineapples occupy a strange position in the fruit world through the eyes of the consumer. They are amongst the most recognisable of tropical fruits and yet they are still largely viewed as exotic and even luxurious. As is often the case with more unfamiliar exotic items, probably the biggest stumbling block to sales is that a large proportion of would-be buyers simply don't know how to prepare them.

Nevertheless there are signs that wider and more regular availability, in combination with more competitive pricing, could be turning the tide – particularly since a lower price encourages experimentation which would not otherwise take place.

Fresh pineapples are certainly on the up and up, however. As Charles Pratt-Yule of Dole Fresh Fruit Europe points out, sales into Europe have rocketed from 4,500 tonnes in 1988 to over 35,000 tonnes annually currently – this upsurge following Dole's decision to undertake continuous shipping.

A considerable producer of pineapples in its own right is Hawaii, Dole fruit destined for Europe is sourced primarily from Honduras, Costa Rica and the Dominican Republic.

"It took European retailers and consumers a little time to appreciate the quality of the new Caribbean fruit, but the popularity of Dole pineapples has grown steadily," says Mr Pratt-Yule. "Dole's plantations are located in climatic





zones with consistently mild weather that give the fruit its characteristically green colour and the fruit flesh its distinctive full flavour.

"In Europe Dole's main markets for pineapples are currently located more in the northern half of the Continent," he adds. "We are the established leader in Germany and the company is rapidly developing sales in The Netherlands, Great Britain, France, Austria, Switzerland and Scandinavia. Distribution at retail level has been increasing gradually in all of these countries, which we attribute to regular supply and consistent quality. This has led to growing confidence on the part of both consumers and traders that their pineapple purchases will represent value for money."

The value-for-money aspect brings out surprises when the results of a recent survey of consumer prices per kg of fruit, carried out in Germany (GFK Panel, third quarter 1993), are examined. Pineapples came out second only to bananas on this basis, at DM2.19 per kilo, ahead of apples (DM2.25) and oranges (2.38). This is hardly what one would expect of a fruit still held to be exotic and luxurious. However Dole's own research demonstrates the amount of work still to be done to bring consumption up generally.

As Charles Pratt-Yule explains: "Pineapple penetration – the number of people who have bought the fruit within the past 12 months – is still very low in comparison with most other types of fruit. For example, bananas are regularly purchased by over 90 per cent of the population, whereas the comparable figure for fresh pineapple is less than 10 per cent in most markets. Extending the rate of product trial and increasing the consumption frequency are therefore the two main priorities of Dole's marketing programmes."

He believes this adds up to great potential for sales growth: "Consumer research shows that in Germany nearly 60 per cent of all pineapples are bought by only 20 per cent of purchasing households," he explains. "Of these 71 per cent are small households with one or two persons."

Dole has also been looking to overcome the 'preparation factor' through the sale of pineapple peelers to larger retail outlets – the product being peeled, cored and bagged fresh pineapple – and even organises demonstrations. These events, conducted by experienced, well-trained staff, are extremely popular and the opportunity of offering ready-peeled, added-value pineapple is not being lost on the part of Germany's retailers.

The peeled pineapple approach has also been a feature of Del Monte, the world's largest producer of pineapples, with annual sales put at 26.5 million 20lbs boxes. As Del Monte Fresh Products (UK) Ltd's marketing manager Dickon Poole comments: "Pineapples have a quality and exotic image amongst consumers but consumption undoubtedly is limited because of inconvenience in preparation. Del Monte's 'freshly prepared' pineapples offer the consumer ▶

all the freshness of a normal pineapple plus the convenience of it having been peeled, cored and packed ready for everyday use."

Mr Poole added that research conducted by Del Monte in the form of a consumer survey revealed that 70 per cent of respondents said they would try this line. But it is in the whole fresh fruit that the bulk of sales lies at present and this will continue for the foreseeable future. And, says Mr Poole, there are encouraging signs.

Part of the background to this view is in the varieties themselves and the quality of supply. Del Monte pineapples sent to European outlets are exclusively of Costa Rican origin and have been based on the Champaka variety. Lately a lot of work has been put into developing the new MD2 variety that is sweeter, has a higher shell colour and also has three to four times the vitamin C content of other varieties. MD2 is currently being test-marketed throughout the main European countries.

With 50 per cent of the UK market and a substantial share in Europe, Del Monte is confident recent big gains are an indication of further, if less dramatic, growth. The company also has a 40 per cent world share in the line.

"Demand for pineapple throughout Europe is probably fairly static in general terms as a result of the current economic recession and the pressure on customers' expenditure," explained Mr Poole. "Nevertheless, figures for 1993 indicate a 7.7 per cent increase in expenditure on pineapples, with a 12.8 per cent rise in volume – primarily through heavy promotional activity, extra space in stores and generally increasing consumer awareness."

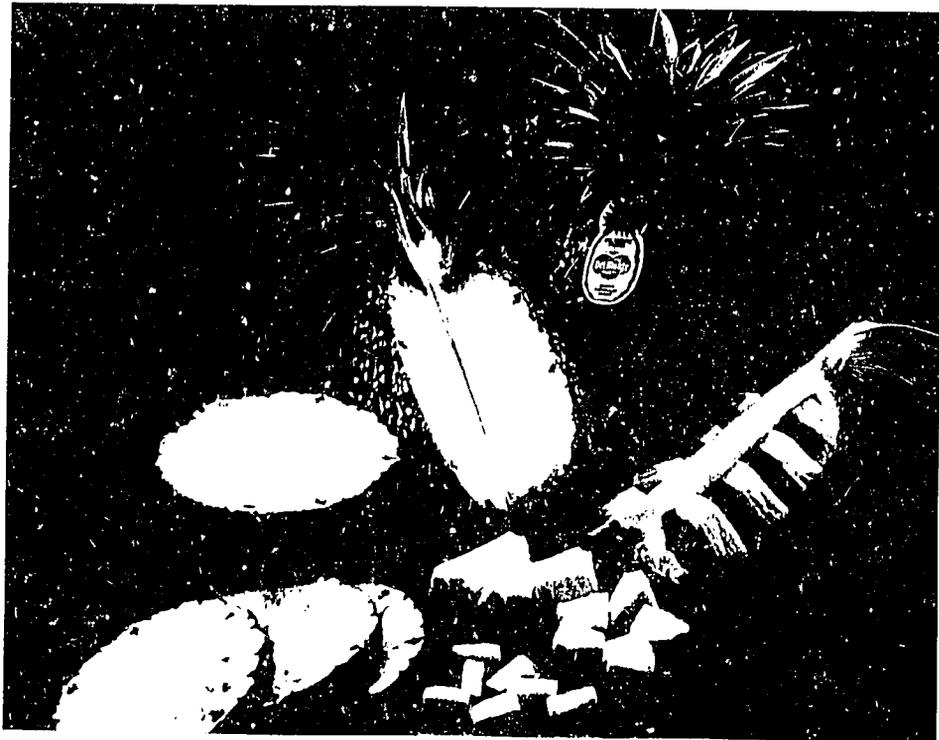
The years have seen a marked swing in the sourcing pattern of pineapples into European markets away from the Ivory Coast and more toward central American fruit. In part this

reflects newer plantings in the latter but has also been influenced by a decline in demand for canned product from the Ivory Coast that has brought a gradual reduction in area and output.

Other factors have also played their part, however. The Compagnie Fruitiere Group who were involved in production in the Ivory Coast entered into a relationship with Dole who acquired a 37 per cent share-holding in the group's holding company in 1992, bringing central American fruit very much into the equation.

The managing director of Compagnie Fruitiere (UK) Ltd, Nigel Law, points out that exports to Europe from central America have also increased substantially since the UK operation was set up in 1991 and combined banana/pineapple shipping lines have expanded. "It can be expected that a leaner and meaner Ivory Coast will fight to regain some of this market share in coming years," he comments. "France is the main market for the Ivory Coast, followed by Spain and Italy – Germany and the northern markets having ceded share to the central Americans. The trend is for the southern European countries to prefer Ivory Coast fruit since its shell is more orange/yellow and it has a higher sugar content. On the other hand, the supermarket sector in the north has responded favourably to the greater size, availability and increased shipping schedules offered by Costa Rican fruit, though many remain concerned about the greenness of the shell colour."

Mr Law believes that more effort should be spent in promoting pineapples and educating consumers on their use, preparation and ripeness, perhaps on a generic basis, rather than participation in price-related promotions. "I believe consumer uncertainty is the biggest barrier to greater sales," he added. ■



# tearific!

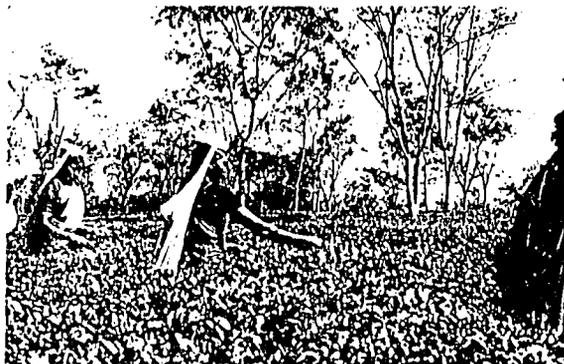
Tea is no longer exclusive to Britain where consumption has decreased. Throughout the rest of Europe sales are on the increase. Sonia Roberts samples some of the brews.

**W**henever the rest of the world wants to know about the latest trends in tea it turns first to the British, traditionally the heaviest consumers and therefore experts on the subject.

In the 1990s however that's by no means a safe assumption. On a pure per capita basis the Irish drink more tea than the British. And while consumption is rising across most of Europe, particularly in France, The Netherlands and Italy, in Britain it has been losing ground for more than a decade.

The Continentals are turning to tea as a more exotic drink than their traditional coffee. Dutch distributors for instance often emphasise the Englishness of their products so that it makes its appeal now both to the affluent and to the more adventurous younger customer.

The fastest growing market in Europe is The



Netherlands that has over the past three years has put on business at an average rate of seven per cent a year by volume and 21 per cent in value terms. Incidentally, over 90 per cent of all Dutch tea is sold in tea bags.

In Holland the market place is dominated currently by the food giant conglomerate Sara Lee/Douwe Egberts who distribute approximately seventy per cent of all the tea consumed

by the Dutch with Pickwick and Van Nelle their best-selling brands.

In Italy the long-term best seller, Lipton's, also reflects the exotic Englishness of the tea-drinking habit. Lipton was a turn-of-the-century grocer whose undoubted skill as a tea salesman made him a multi-millionaire and in the later stages of his life the favourite yachting companion of King Edward VII.

Recent surveys however show Lipton's under heavy pressure from the Star and Te Ati brands and the English Twinings brand in fourth place with 14 per cent of the overall market.

Now however the German Tee Kanne brand, that claims to be the most widely distributed in Continental Europe, has been launched into Italy and by the mid-90s could constitute a real challenge to the market leaders who between them hold 80 per cent of all Italian tea sales.

Italians regard teas of all type – not just fruit and herb infusions – as healthy options, an approach that has helped the de-caff market to grow to 15 per cent of the total tea trade against a mere one per cent in the UK.

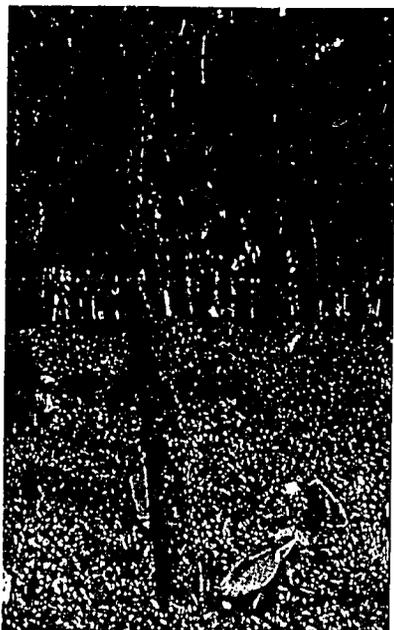
As in most of developed Europe, Italian tea drinkers now prefer the convenience of bags to loose tea, their favourite pack size being 50 x 1.5 gram, although some superstores are reporting a growing interest in smaller 10-or 20-bag boxes, particularly at the speciality end of the market.



The tea habit is most strongly established in the north east, particularly in Lombardy where not only the market leaders but twenty or so 'second deck' distributors have established their headquarters and where most of the superstores are located.

Currently it is calculated that 60 per cent of all Italian tea sales go through the big self-service multiples who over the past five years have made space on their shelves for tea.

Supermarket sales are particularly important because in Italy all tea consumption is in the home. ►



In France, on the other hand, tea drinking has become fashionable along with the Anglophilia that makes le Marks and Spencer sandwich and Burberry trench coats the sophisticated choice for Parisian trendsetters.

Meanwhile for French holidaymakers using the Channel ferries or UK airports, or taking a weekend break on the English south coast, fancy packed teas top the list of souvenirs.

In Britain meanwhile tea has been steadily losing ground both to coffee and, at the young end of the scale, to soft drinks.

Over the past three years the rate of decline has slowed down – but only because of the strenuous efforts made by manufacturers who have been prepared to spend lavishly on the introduction of new technology, new types of packaging and, especially, television advertising.

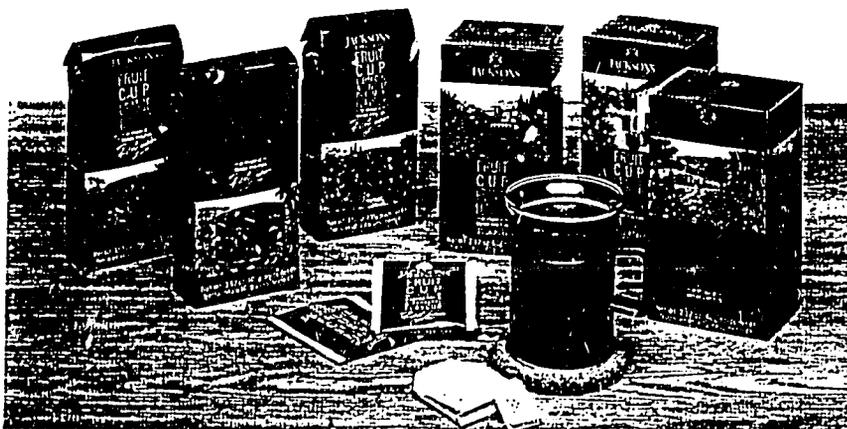
Premium Beverages, Lyons Tetley and Brooke Bond are the dominating forces in the British tea trade, holding 65 per cent of business overall and between them controlling all the best-selling, popularly priced brands of blended teas.

The recession-blighted 1990s have seen a heavy UK swing in favour of own label that now holds a 15 per cent share of the market.

Within this sector economy teas have been among the most successful recent introductions. These usually take the form of unbranded tea bags selling at 50p or less for 80 bags. At this level they are selling for approximately 60 per cent less than similar lines carrying a premium brand name.

The general feeling in the trade is that while economy teas have served a very useful purpose for both the superstores and their customers during the depths of the recession, once the economy gets a real lift consumers will begin to upgrade to proprietary brands or select a better class own-label line.

To the purist herbal and fruit teas aren't teas at all, but the average consumer – not just in



Britain but across the European Union – expects to find such products sold side-by-side with conventional black or green tea.

Ironically although all tea drinking originated in China, today teas of the China type represent only a tiny part of the European trade. The majority of blends drunk in the UK are put together from teas originating in India, Ceylon and Kenya, while in The Netherlands the teas traditionally imported through Rotterdam come

from Indonesia, reflecting the country's colonial past. Other popular sources for Dutch blenders are Malawi and Argentina.

When assessing the future of the trade it is worth remembering that this still one-hundred-per-cent natural crop is prone to climatic as well as political instability. Typhoons can affect the price of Typhoo; rebellion and palace coups can make monkeys out of those who try to plot the future price structure. ■



*America's Favorite Herb Teas*



Celestial Seasonings had its beginnings in 1969 in Aspen, Colorado where 19-year-old Mo Siegel gathered wild herbs in the forests and canyons of the Rocky Mountains and made them into healthful teas.

In 1970, Siegel and his friend Wyck Hay found a bountiful harvest of wild herbs growing around Boulder, Colorado.

With friends and wives helping, they picked the herbs and produced 500 pounds of their first blend,

called MO's 36 Herb Tea®. It

was packaged in hand-sewn muslin bags and sold to a local health food store.

Hay's brother, John, joined the partnership in 1971. The entrepreneurs set up shop in an

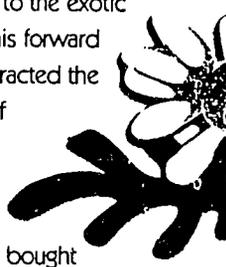
old barn outside of Boulder, and they expanded their market to stores throughout Colorado, New Mexico and the East Coast. The partners also began buying herbs rather than picking everything themselves, and the dream of a national herb tea company slowly began to materialize.

This dream was reinforced when Red Zinger® Herb Tea was introduced in January 1972 and was an immediate sensation. It remains one of the best-selling Celestial Seasonings teas.

The company continued to grow and revolutionize the tea industry. Herb teas had previously been perceived as only of medicinal significance, but Celestial Seasonings introduced herb teas as flavourful, healthy beverages, virtually creating the modern herb tea industry.

Celestial Seasonings solidified its source for obtaining ingredients, such as hibiscus flowers and chamomile, by working closely

with herb farmers from the Pacific Northwest to the exotic Far East. This forward thinking attracted the attention of food industry giant Kraft, Inc., which bought



"Our products mu  
in quality, of go  
artistic; and philosop

from

Celestial Seasonings in 1984. Kraft's guidance brought Celestial Seasonings to the attention of new consumers, further strengthening its lead in the herb tea industry - while also introducing a gourmet line of traditional black teas.

In 1988, Kraft sold Celestial Seasonings back to its management, returning the tea company



# CELESTIAL SEASONINGS®



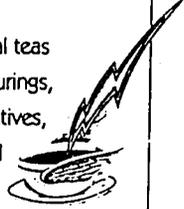
superior  
blue, beautifully  
inspiring."  
al Seasonings Belief Statement

independent ownership.  
Today Celestial Seasonings is  
the largest herb tea manufacturer  
in the United States, boasting one  
of the most highly automated  
production operations in the  
industry. Celestial Seasonings is  
a complete tea company offering  
more than 40 varieties of herb  
and black teas. ★



Celestial Seasonings  
sources its herbs  
directly from the  
growers around the  
world purchasing  
the highest quality  
possible raw materials to  
make the world's best  
cup of herb tea.

All natural herbal teas  
with no artificial colourings,  
flavourings, or preservatives,  
and no nature-identical  
additives.



America's best  
selling herb tea. Serving over  
1 billion cups annually.

Innovative, beautifully  
artistic and philosophically  
inspiring packaging and  
merchandising  
materials.



From raw products  
through formulation, milling,  
blending and packaging, Celestial  
controls every aspect of the  
production process.

Each box of Celestial Seasonings  
tea comes with a re-sealable Inner  
liner to keep the tea fresh from first  
delicious cup to the very last.

Environmentally  
responsible packaging.  
100% recycled materials,  
oxygen-bleached tea bags  
and no strings, tags,  
staples or individual envelopes.



U7





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 Made Exclusively in Boulder, Colorado U.S.A.



The taste of sweet almonds with roasted carob.  
**Almond Sunset**  
 05313



The classic taste of exotic spice tea from India.  
**Bengal Spice**  
 05328



A recipe of crisp country apples and freshly ground cinnamon.  
**Cinnamon Apple**  
 05310



The orchard-sweet taste of real peaches kissed with passionfruit.  
**Country Peach Passion**  
 05324



A regal blend of Chinese ginseng and real cinnamon.  
**Emperor's Choice**  
 00017



A thunderbolt of zesty lemon flavour and citrusy herbs.  
**Lemon Zinger®**  
 05317



The exotic taste of oranges and spices from the orient.  
**Mandarin Orange Spice**  
 00031



A flavourful combination of peppermint and spearmint.  
**Mint Magic**  
 05320



A tangy burst of sweet oranges and mangos straight from the grove.  
**Orange Mango Zinger®**  
 05318



The invigorating flavour of raspberries.  
**Raspberry Zinger®**  
 05316



A natural blend with hibiscus and selected herbs.  
**Red Zinger®**  
 00002



A soothing blend of chamomile, mint and flavourful herbs.  
**Sleepytime®**  
 00003



The succulent taste of fresh strawberries and juicy kiwis.  
**Strawberry Kiwi**  
 05322



The savory taste of fresh-picked wild berries.  
**Wild Berry Zinger®**  
 05335



The taste of luscious wild cherries and blackberries.  
**Wild Cherry Blackberry**  
 05319



**CELESTIAL SEASONINGS®**

© 1994 Celestial Seasonings  
 4600 Sleepytime Drive, Boulder, Colorado 80301 USA  
 Tel. 303-530-5300 FAX 303-531-1994

**THE GROCER**  
 SEPTEMBER 3 TO SEPTEMBER 30, 1994  
**PRICE LIST**  
 CASH & CARRY DIRECTORY PAGES 85-90

Tea



THE WORLD'S MOST EXCLUSIVE TEA

Ahmad Tea Limited - Unit C - Rex Industrial Estate  
 Winchester Road - Chandlers Ford - Hampshire - SO3 2PZ  
 Telephone: (0703) 270088 Fax: (0703) 255867

AHMAD TEA	Trade per case	Retail each
10 Tea Bag Range:		
Ceylon x 24	£10.56	
Darjeeling x 24	£10.56	
Earl Grey x 24	£10.56	
English Tea No 1 x 24	£10.56	
English Breakfast x 24	£10.56	
Irish Breakfast x 24	£10.56	
Lemon Scented x 24	£10.56	
25 Tea Bag Range:		
Ceylon x 12	£9.60	
Darjeeling x 12	£9.60	
Earl Grey x 12	£9.60	
English Breakfast x 12	£9.60	
English Tea No 1 x 12	£9.60	
Lemon x 12	£9.60	
30 Tea Bag Range:		
Assam x 12	£13.20	
Darjeeling x 12	£13.20	
Earl Grey x 12	£13.20	
English Breakfast x 12	£13.20	
125g Parcel Loose Tea:		
Assam x 12	£9.60	
Ceylon x 12	£9.60	
China x 12	£9.60	
Darjeeling x 12	£10.80	
Earl Grey x 12	£9.60	
English Afternoon x 12	£9.60	
English Breakfast x 12	£9.60	

Lemon Scented x 12	£9.60
50g Classic Caddies:	
Assorted Fruity Teas x 48	£45.60
Assorted Speciality Teas x 48	£45.60
6 Sided Caddies 50 Tea Bags:	
Earl Grey x 12	£26.40
English Afternoon x 12	£26.40
English Breakfast x 12	£26.40
6 Sided Caddies 250g Loose Tea:	
Earl Grey x 12	£26.40
English Afternoon x 12	£26.40
English Breakfast x 12	£26.40
200g English Scene Caddies:	
Ceylon x 12	£21.60
China x 12	£21.60
Darjeeling x 12	£21.60
Earl Grey x 12	£21.60
English Breakfast x 12	£21.60
English Tea No 1 x 12	£21.60
Gift Gold Box 3 x 50g:	
Teas & Caddies x 6	£17.70
10 Taster Packs:	
3 Taster 3 x 10 Teabags x 16	£20.80
6 Taster 6 x 10 Teabags x 8	£19.20
125g English Scene Caddies:	
Ceylon x 24	£31.20
Darjeeling x 24	£31.20
Earl Grey x 24	£31.20
English Afternoon x 24	£31.20
English Breakfast x 24	£31.20
English Caddy Collection:	
Twin Caddy 3 x 125g Tea x 12	£32.40
Triple Caddy 3 x 125g Tea x 8	£31.20
English Selection Assorted:	
Twin 125g Tea/Box Jam/Marmalade x 12	£32.40
Triple 125g Tea/Box Jam/Marmalade x 8	£31.20
Victorian Caddy Assorted 50g:	
English Afternoon/Darjeeling/English Breakfast	
Earl Grey x 24	£27.60
Victorian Caddy Selection:	
Twin 2 x 50g Assorted Tea x 12	£28.80
Triple 3 x 50g Assorted Tea x 8	£27.60
Victorian Selection:	
Twin 1 x 50g/Box Jam/Marmalade x 12	£28.80
Triple 2 x 50g/Box Jam/Marmalade x 8	£27.60

BROOKE BOND FOODS	Trade per case	Retail each
Packet Tea:		
PG Tips 125g x 12	P.O.A.	
PG Tips 250g x 12	P.O.A.	
PG Tips 500g x 6	P.O.A.	
'D' 125g x 12/24	P.O.A.	
'D' 250g x 12	P.O.A.	
Choicest 125g x 24	P.O.A.	
Choicest 250g x 12	P.O.A.	
Scottish Blend 250g x 12	P.O.A.	
Instant Tea:		
PG Granules 20g x 6/12	P.O.A.	
PG Granules 40g x 6/12	P.O.A.	
PG White Granules 90g x 6/12	P.O.A.	
PG White Granules 180g x 12	P.O.A.	
Scottish Blend Granules 20g x 6/12	P.O.A.	
Scottish Blend Granules 40g x 6/12	P.O.A.	
Scottish Blend White Granules 90g x 6/12	P.O.A.	
Scottish Blend White Granules 180g x 12	P.O.A.	
'D' Black Tea Granules 40g x 12	P.O.A.	
Tea Bags:		
PG Tips 40's x 12/24	P.O.A.	
PG Tips 80's x 6/12	P.O.A.	
PG Tips 160's x 6	P.O.A.	
PG Tips 240's x 4	P.O.A.	
'D' 40's x 12	P.O.A.	
'D' 80's x 6/12	P.O.A.	
'D' 160's x 6	P.O.A.	
Choicest Blend 40's x 12	P.O.A.	
Choicest Blend 80's x 12	P.O.A.	
Choicest Blend 160's x 6	P.O.A.	
PG Tips One Cup 100's x 7	P.O.A.	
PG Tips One Cup 50's x 14	P.O.A.	
PG Lemon Tagg 60's x 16	P.O.A.	
PG Low Caffeine 40's x 12	P.O.A.	
PG Low Caffeine 80's x 12	P.O.A.	
Orange Label 100's x 12	P.O.A.	
Scottish Blend 40's x 12	P.O.A.	
Scottish Blend 80's x 6/12	P.O.A.	
Scottish Blend 160's x 6	P.O.A.	

**LYONS**  
 J. Lyons & Co. Ltd.  
 325 Oldfield Lane North, GREENFORD,  
 MIDDLESEX UB6 0AZ Tel: 081-578 2345  
 Fax: 081-566 6338

LYONS TETLEY	Trade per case	Rec. Fair selling price
Packet Tea:		
Quick Brew 125g x 12		79
Quick Brew 250g x 12		£1.48
Red Label 125g x 12		85
Orange Label 125g x 12		83
Silver Label 125g x 12		65
Silver Label 250g x 12		£1.23
Tea Bags:		
Quick Brew 40's 125g x 48		86
Quick Brew 80's 250g x 24		£1.55
Quick Brew 160's 500g x 12		£3.09
Quick Brew 240's 750g x 8		£4.19
Teley Gold 80's 250g x 12		£1.94
Teley Low Caffeine 40's x 12		£1.45
Teley Low Caffeine 80's x 12		£2.79
Teley 1 cup 50's 125g x 24		£1.00
Teley 1 cup 100's 500g x 12		£1.78
Teley 125g x 48		89
Teley 80's 250g x 12		£1.69
Teley 160's 500g x 12		£3.15
Red Label 240's 750g x 8		£4.39
Red Label 80's 250g x 12		£1.92
Silver Label 80's 250g x 24		£1.53
Lyons Decaffeinated 40's 125g x 16		£1.15

Lyons Decaffeinated 80's 250g x 12	£2.11
Tetleys Instant Freeze Dried Tea 20g	99
Tetleys Instant Freeze Dried Tea 40g	£1.95

**COFFEES & TEAS OF DISTINCTION**  
  
 SHAKESPEARE ST., WATFORD, WD2 5HF. Tel: 0923 234561

NAIROBI COFFEE & TEA	Trade per case	Retail each
Tea Bags:		
Pride of Kenya One Pot 3.125g x 80 x 10	£16.38	£2.03
Tagged Tea Bags:		
Pride of Kenya One Cup Envelopes 2g x 25 x 24	£20.02	98
Earl Grey One Cup Envelope 2g x 25 x 24	£21.16	£1.06
Bulk Tea:		
Pride of Kenya 1.5 kilo x 4	£9.62	
Choice Kenya Blend 1.5 kilo x 4	£7.34	
Earl Grey 1 kilo x 6	£7.12	
Pure Darjeeling 1 kilo x 6	£10.06	
Ceylon 1 kilo x 6	£6.33	
Pure Assam 1 kilo x 6	£7.54	
Tea Gift Packs:		
Pride of Kenya 500g sack	£3.06	£4.83
Speciality Tagged One Cup Tea Bags:		
Pride of Kenya 2.5g x 100 x 5	£15.18	£3.80
Earl Grey (Scented) 2.5g x 100 x 5	£15.50	£4.13
Afternoon 2.5g x 100 x 5	£16.03	£4.01
Pure Assam 2g x 100 x 5	£16.18	£4.05
Pure Darjeeling 2.5g x 100 x 5	£16.73	£4.18
Starter Pack (1 each of above) 2.5g x 100 x 5	£16.12	
Speciality Loose Leaf Tea:		
Pride of Kenya 125g x 24	£22.65	£1.18
Choice Kenya 125g x 24	£21.25	£1.16
Earl Grey (Scented) 125g x 24	£25.97	£1.08
Pure Ceylon 125g x 24	£26.49	£1.38
Pure Assam 125g x 24	£28.81	£1.29
Pure Darjeeling 125g x 24	£33.13	£1.73
Starter Pack (6 Pride of Kenya/6 Choice Kenya/4 Earl Grey/4 Pure Ceylon/2 Pure Darjeeling/2 Pure Assam) 125g x 24	£24.80	

**PAYNES**  
 G. PAYNE & CO LTD  
 P.O. BOX 113, CROYDON, CR9 4BU.  
 TEL: 081-688 7744 FAX: 081-686 0082

G. PAYNE Food Brokers	Trade per order	Retail each
Lift:		
Lemon Tea Mix Original 200g Jar x 12	£11.70	£1.30
Lemon Tea Reduced Sweetness 200g Jar x 12	£11.70	£1.30

**PREMIER beverages**  
 Sales enquiries to:  
 Pasture Road, Moreton, Wirral L46 8SE  
 Tel: 051 678 8888 Fax: 051 473 1685

PREMIER BEVERAGES	Trade per case	Retail each
Typhoo Tea:		
Typhoo Tea 125g	P.O.A.	75
Typhoo Tea 125g x 4 cube pack	P.O.A.	£2.59
Typhoo Tea 250g	P.O.A.	£1.43
Typhoo "QT" Instant Tea 150g Jar	P.O.A.	£1.42
Typhoo "QT" Instant Tea 225g Jar	P.O.A.	£2.08
Typhoo Tea Bags 40's	P.O.A.	86
Typhoo Tea Bags 80's	P.O.A.	£1.71
Typhoo Tea Bags 160's	P.O.A.	£3.29
Typhoo Tea Bags 240's	P.O.A.	£4.39
Typhoo One Cup Tea Bags 60's	P.O.A.	97
Typhoo One Cup Tea Bags 120's	P.O.A.	£1.83
Typhoo Decaffeinated Tea Bags 80's	P.O.A.	£2.19
Typhoo Decaffeinated Tea Bags 40's	P.O.A.	£1.15
Typhoo Fresh Brew Tea:		
Fresh Brew Tea Bags 40's	P.O.A.	75
Fresh Brew Tea Bags 80's	P.O.A.	£1.49
Fresh Brew Tea Bags 160's	P.O.A.	£2.87
Glengette Tea:		
Glengette Tea 125g	P.O.A.	79
Glengette Tea 250g	P.O.A.	£1.49
Glengette Tea Bags 4's	P.O.A.	92
Glengette Tea Bags 80's	P.O.A.	£1.80
Glengette Tea Bags 160's	P.O.A.	£3.42

TEA continued

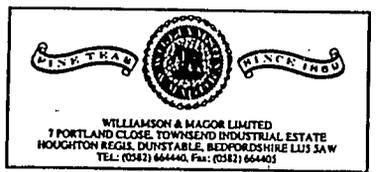
<b>Ridgways Organic Tea:</b>			
Ridgways Organic Tea 125g	P.O.A.	£1.19	
Ridgways Organic Tea Bags 40's	P.O.A.	£1.69	
Ridgways Organic Earl Grey Tea Bags 40's	P.O.A.	£1.69	
<b>Ridgway Speciality Bags:</b>			
Ridgways Earl Grey Tea Bags 50's	P.O.A.	£1.49	
<b>Ridgways Imperial:</b>			
Ridgways Imperial Blend 125g	P.O.A.	89	
Ridgways Imperial Tea Bags 80's	P.O.A.	£1.99	
Ridgways Imperial Breakfast Tea Bags 80's	P.O.A.	£1.99	
<b>Melrose Premium Tea:</b>			
Melrose Premium Quality Tea Bags 80's	P.O.A.	£1.71	
<b>London Herb &amp; Spice:</b>			
<b>Herb Range Tea Bags 25's:</b>			
Camomile & Peppermint / Mixed Fruit / Rose Hip			
Camomile & Lemon Grass / Peppermint & Limeflower / Elderflower & Orange	P.O.A.	£1.19	
<b>Fruit Range Tea Bags 20's:</b>			
Lemon Zest / Strawberry Fruit / Cherry Picker's Punch / Orange Dazzler / Bright & Early / Golden Slumbers / Apple Magic / Blackcurrant / Dracel / Raspberry Rendezvous / Variety Packs / Passion Fruit Punch / Strawberry & Vanilla / Pineapple & Coconut	P.O.A.	£1.09	

<b>SPILLERS FOODS</b>	Trade	Retail
<b>Pickwick Fruit Teas:</b>	per case	each
Lemon 2g x 10	P.O.A.	63
Cherry 2g x 10	P.O.A.	63
Passion Fruit 2g x 10	P.O.A.	63
Strawberry 2g x 10	P.O.A.	63
Fruits of the Forest 2g x 10	P.O.A.	63



<b>R. TWINING Speciality Teas:</b>	Trade	Retail
	per case	each
Assam 125g ctn x 8 x 2	£14.22	
Ceylon 125g ctn x 8 x 2	£14.22	
Earl Grey 125g ctn x 8 x 2	£14.22	
English Breakfast 125g ctn x 8 x 2	£14.22	
China Yunnan 125g ctn x 8 x 2	£15.80	
China Oolong 125g ctn x 8 x 2	£15.80	
Gunpowder 125g ctn x 8 x 2	£15.80	
Jasmine 125g ctn x 8 x 2	£15.80	
Keemun 125g ctn x 8 x 2	£15.80	
Lapsang Souchong 125g ctn x 8 x 2	£15.80	
Rose Pouchong 125g ctn x 8 x 2	£16.18	
Darjeeling 125g ctn x 8 x 2	£16.18	
Earl Grey teabags 2.5g x 50 x 6 x 2	£16.18	
English Breakfast teabags 2.5g x 50 x 6 x 2	£16.18	
Ceylon teabags 2.5g x 50 x 6 x 2	£16.18	
Assam teabags 2.5g x 50 x 6 x 2	£16.18	
Darjeeling teabags 2.5g x 50 x 6 x 2	£16.18	
Jasmine teabags 2.5g x 50 x 6 x 2	£16.18	
Rose Pouchong teabags 2.5g x 50 x 6 x 2	£16.18	
Lemon teabags 2.5g x 50 x 6 x 2	£16.18	
China Yunnan teabags 2.5g x 50 x 6 x 2	£16.18	
Lapsang Souchong teabags 2.5g x 50 x 6 x 2	£16.18	
Earl Grey Decaffeinated teabags 2.5g x 50 x 6 x 2	£24.98	
English Breakfast Decaffeinated teabags 2.5g x 50 x 6 x 2	£24.98	
Earl Grey teabags 2.5g x 100 x 6 x 2	£29.56	
English Breakfast teabags 2.5g x 100 x 6 x 2	£29.56	
Darjeeling Tea bags 2.5g env x 100 x 6 x 2	£29.56	
Earl Grey 125g tin x 12	£17.64	
English Breakfast 125g tin x 12	£17.64	
Darjeeling 125g tin x 12	£17.64	
Assam 125g tin x 12	£17.64	
Earl Grey 250g tin x 12	£26.20	
English Breakfast 250g tin x 12	£26.20	
Darjeeling 250g tin x 12	£26.20	
Assam 250g tin x 12	£21.27	
Earl Grey 500g tin x 6	£21.27	
English Breakfast 500g tin x 6	£21.27	
Sampler trial pack 2.5g env x 10 x 3 x 12	£13.09	
Assam trial pack 2.5g env x 10 x 12 x 3	£13.09	
Earl Grey trial pack 2.5g env x 10 x 12 x 3	£13.09	
English Breakfast trial pack 2.5g env x 10 x 12 x 3	£13.09	
Darjeeling trial pack 2.5g env x 10 x 12 x 3	£13.09	
Ceylon trial pack 2.5g env x 10 x 12 x 3	£13.09	
Jasmine trial pack 2.5g env x 10 x 12 x 3	£13.09	
<b>Quality Teas:</b>		
Classic 125g ctn x 8 x 2	£12.10	
Classic teabags 3 125g x 80 x 6 x 2	£23.30	
Deluxe teabags 2.5g x 100 x 6 x 2	£16.01	
<b>Herbal &amp; Fruit Infusions:</b>		
Pure Flowers of Camomile env 1g x 25 x 6 x 2	£11.98	
Mixed Fruit env 2.5g x 25 x 6 x 2	£11.98	
Rosehip & Hibiscus env 2.5g x 25 x 6 x 2	£11.98	
Pure Peppermint env 2g x 25 x 6 x 2	£11.98	
Camomile & Spearmint env 1.5g x 25 x 6 x 2	£11.98	
Fennel & Lemon Balm env 2.2g x 25 x 6 x 2	£11.98	
Pure Flowers of Camomile teabags 1.5g x 20 x 6 x 2	£9.38	
Rosehip & Hibiscus teabags 2g x 20 x 6 x 2	£9.38	
Pure Peppermint teabags 2.2g x 20 x 6 x 2	£9.38	
Camomile & Spearmint teabags 2.5g x 20 x 6 x 2	£9.38	
Fennel & Lemon Balm teabags 2.5g x 20 x 6 x 2	£9.38	
Pure Flowers of Camomile teabags 1.5g x 40 x 6 x 2	£13.31	
Pure Peppermint teabags 2g x 40 x 6 x 2	£13.31	
Raspberry teabags 2g x 20 x 6 x 2	£11.00	
Red Cherry teabags 2g x 20 x 6 x 2	£11.00	

Blackcurrant & Apple teabags 2g x 20 x 6 x 2	£11.00	
Orange & Lemon teabags 2g x 20 x 6 x 2	£11.00	
Strawberry & Mango teabags 2g x 20 x 6 x 2	£11.00	
Peach & Passion Fruit teabags 2g x 20 x 6 x 2	£11.00	
<b>Gift Packs:</b>		
Oriental Teabag Caddy 2.5g x 50 x 6 x 2	£38.30	
St Paul's Cathedral Caddy 125g x 12	£30.82	
Trafalgar Square Teabag Caddy 2.5g x 20 x 12	£30.82	
Windsor Castle Caddy 125g x 12	£30.82	
Piccadilly Circus Teabag Caddy 2.5g x 20 x 12	£30.82	
Picnic Scene Mini-Caddy 50g x 12 x 2	£35.25	
Picnic Scene Mini-Caddy 50g x 12 x 2	£35.25	
Picnic/Punting Scene Twin-Pack 50g x 12 x 2	£36.58	
Bathing/Garden Scene Twin-Pack 50g x 12 x 2	£36.58	
Earl Grey-Marmalade & Tea Pack 50g x 12	£39.26	
Tin Selection 125g tin x 3 x 6	£33.55	
Speciality Sampler 2.5g env x 10 x 6 x 6 x 2	£33.80	
Selection Teabag Caddy 2.5g x 10 x 4 x 6 x 2	£38.30	
<b>Jackson's Speciality Teas:</b>		
Assam 2.5g teabags x 50 x 6 x 2	£15.37	
Ceylon 2.5g teabags x 50 x 6 x 2	£15.37	
China 2.5g teabags x 50 x 6 x 2	£15.37	
Darjeeling 2.5g teabags x 50 x 6 x 2	£15.37	
Earl Grey 2.5g teabags x 50 x 6 x 2	£15.37	
English Breakfast 2.5g teabags x 50 x 6 x 2	£15.37	
Lapsang Souchong 2.5g teabags x 50 x 6 x 2	£15.37	
Orange Pekoe 2.5g teabags x 50 x 6 x 2	£15.37	
Assam 125g ctn x 8	£7.11	
Ceylon 125g ctn x 8	£7.11	
Earl Grey 125g ctn x 8	£7.11	
English Breakfast 125g ctn x 8	£7.11	
Darjeeling 125g ctn x 8	£7.90	
Lapsang Souchong 125g ctn x 8	£7.90	
Piccadilly 2.5g teabags x 80 x 6 x 2	£17.18	
Taster Pack 2.5g teabags x 10 x 4 x 12	£17.91	
<b>Herbal Infusions:</b>		
Camomile 1.5g tags x 20 x 12	£9.50	
Mixed Fruit 2.5g tags x 20 x 12	£9.50	
Peppermint 1.5g tags x 20 x 12	£9.50	
Rosehip 3g tags x 20 x 12	£9.50	
Close of Day 2g env x 20 x 12	£12.36	
English Garden 2.2g env x 20 x 12	£12.36	
Herbal Taster Pack 10 env x 4 x 12	£26.88	
<b>Fruit Caps:</b>		
Apple 3g env x 20 x 6 x 2	£14.88	
Blackcurrant 2.75g env x 20 x 6 x 2	£14.88	
Lime/Lemon 3g env x 20 x 6 x 2	£14.88	
Orange 3g env x 20 x 6 x 2	£14.88	
Raspberry/Strawberry 3g env x 20 x 6 x 2	£14.88	
<b>Gift Packs Victorian Tea Caddy:</b>		
Breakfast 250g x 6	£17.28	
Coronation 250g x 6	£17.28	
Earl Grey 250g x 6	£17.28	
Evening 250g x 6	£17.28	
Piccadilly 250g x 6	£17.28	
<b>Tea Caddy Assort:</b>		
Breakfast 250g x 12	£19.20	
Coronation 250g x 12	£19.20	
Earl Grey 250g x 12	£19.20	
Evening 250g x 12	£19.20	
Piccadilly 250g x 12	£19.20	
<b>Gift Packs Mini Victorian Tea Caddy:</b>		
Earl Grey 50g x 6 x 4	£30.32	
English Breakfast 50g x 6 x 4	£30.32	
Assorted 50g x 6 x 4	£30.32	
Mini Caddy Collection 50g x 5 x 6	£30.96	
Mini Caddy Collection 50g x 3 x 6	£19.24	
<b>Victorian Style Caddy:</b>		
Breakfast 2.5g x 50 x 6	£17.24	
Coronation 2.5g x 50 x 6	£17.24	
Earl Grey 2.5g x 50 x 6	£17.24	
Piccadilly 2.5g x 50 x 6	£17.24	
<b>Gift Packs:</b>		
Rose Gift Pack Afternoon x 6	£30.48	
Rose Gift Pack Collection x 6	£30.48	
Herb Infuser x 6	£21.20	
Subject to VAT at 17.5%		



<b>WILLIAMSON &amp; MAGOR</b>	Trade	Retail
	per case	each
<b>Loose Tea:</b>		
Earl Grey 125g x 24	£17.47	
Pure Assam 125g x 24	£17.47	
English Breakfast 125g x 24	£17.47	
Pure Darjeeling 125g x 24	£19.99	
<b>Tea Bags:</b>		
Earl Grey 50's x 12	£13.36	
Pure Assam 50's x 12	£13.36	
English Breakfast 50's x 12	£13.36	
Pure Darjeeling 50's x 12	£13.86	
<b>Silver Caddy Loose Tea:</b>		
Earl Grey 200g x 12	£25.12	
Pure Assam 200g x 12	£25.12	
English Breakfast 200g x 12	£25.12	
Pure Darjeeling 200g x 12	£25.12	
<b>Silver Caddy Tea Bags:</b>		
Earl Grey 50's x 12	£25.12	
Pure Assam 50's x 12	£25.12	
English Breakfast 50's x 12	£25.12	
Pure Darjeeling 50's x 12	£25.12	
<b>Elephant Caddy Tea Bags:</b>		
Earl Grey 50's x 6	£20.79	
English Breakfast 50's x 6	£20.79	
Celebration 50's x 6	£20.79	
<b>Lever Lid:</b>		
Earl Grey 125g x 12	£14.66	
Pure Assam 125g x 12	£14.66	
English Breakfast 125g x 12	£14.66	
Pure Darjeeling 125g x 12	£16.80	
<b>Envelope &amp; Tag:</b>		
Earl Grey 25's x 12	£12.69	
Pure Assam 25's x 12	£12.69	
English Breakfast 25's x 12	£12.69	
Pure Darjeeling 25's x 12	£13.55	



The world-famous green food, Hongliang tangerine, from Guangdong Province, is grown in a pollution-free environment.

The unpolluted, high quality, nutritious yangiao (*Actinidia chinensis*).



A "Green Label" vegetable field operates strictly under the rules stipulated for green food production.



Examining and analyzing water and soil samples prior to planting.



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Pictorial China (177) China's Green Food Project  
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## China's Green Food Project

**G**REEN, the color of life, health and vitality, is the symbol of environmental protection and agriculture. Similarly, "Green Label" food is unpolluted, nutritious and of high quality. This recent development of green food is the result of social progress and economic development as living standards are raised and consumers become more health conscious.

The "Green Label" trade mark — the sun, plant leaves and bud — has been approved by the State Administration for Industry and Commerce and is the first to be registered in China as a seal of food quality. The trade mark covers nearly 1,000 kinds of foods in five categories.

The Ministry of Agriculture requires that certain environmental standards be met to produce green food products or to provide raw material for green food production. The region for growing green food products or raw materials must be free of industrial enterprises and not threatened by polluted water. Moreover, air, soil and water quality must be in line with Ministry standards and environmental quality ensured during the production process.

Operational rules must conform to standards for "Green Label" foods. This includes crop planting, livestock care, aquatic breeding and food processing. For example, planting procedures using chemicals, fertilizers and synthetic reagents should never adversely impact the environment, crop quality or people's health. Strict rules are also in place for livestock husbandry and the food processing industry.

Green food requires certain standards of quality and hygiene. Hygienic examination usually consists of tests for agricultural chemicals, heavy metals and bacteria, thus ensuring that the quality of green food is at least equal, if not superior, to contemporary standards. The testing of whole milk with sugar is one example of the procedures used. It is tested for lead, copper, mercury, arsenic, 666, DDT, bacteria count and coliform group. Such extensive testing clearly separates green food from other ordinary food products.

The Ministry of Agriculture stipulates that green food labels must be in line with the Standard Trade Mark Design for Green Label Food in order to easily manage distribution and enhance product recognition.

Green food is a result of work in the sciences of agriculture, husbandry, environmental protection, food, hygiene and nutrition and a combination of scientific research on raw material production, food processing and packaging, technical exami-

nation, storage, transportation and marketing. It is a large scale project linked to many units and industries and related to many branches of study.

The development of green food, beneficial to both consumers and the national economy, will gradually improve China's traditional pattern of agriculture and its food industry, the ecology, farm techniques and use of fertilizer. In addition to quickening the development and popularization of high quality crops and better fertilizers, it will also push forward agricultural modernization in a benign cycle of high efficiency and a balanced ecology. The strict supervision and examination of green food will raise the overall quality of food products, enhance competition among international markets and promote development of an export-oriented agriculture and food processing industry.

Initiated and supported by the Central Government, the China Green Food Development Center was established in Beijing in February, 1993. Three months later, it was accepted as a member of the International Federation of Organic Agriculture. This shows China's determination to further develop green food and the international organization's support for green food development in China.

Today, 23 provinces, autonomous regions and municipalities in China directly under the Central Government have set up green food offices. There are seven supervisory institutions and six food quality centers. There are also 203 enterprises in 28 provinces specializing in the development and production of 387 green food products, including non-staple foods as well as foods from the four basic food groups — dairy, meat, grains and vegetables. Current plans call for the establishment of green food stores and storage and transport facilities in some cities. Moreover, three high-tech scientific research bases for green food have been established in Beijing in order to better combine agricultural production, utilization of resources and environmental protection. Scientists are working to develop biological chemicals, fertilizers and reagents to keep food fresh. Today, a green food industry comprised of scientific research, production, supervision, storage and transportation and marketing is taking place in China.



On May 15, 1990, He Kang, Minister of Agriculture, announced the start of the Green Food Project.



The State Administration for Industry and Commerce and the Ministry of Agriculture announce measures to protect the "Green Label" trade mark at a joint press conference.

Finland's Minister of the Environment attends the Green Food Exhibition.



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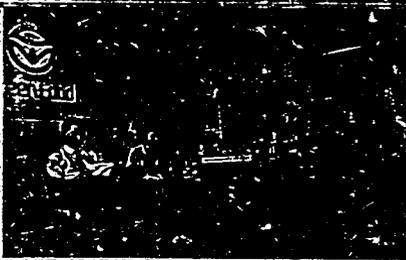
簽字儀式



The Panin Golden Resources Green Food (China) Ltd. and Sino foreign joint venture recently established in Beijing with a capital of 150,000,000 yuan annually a ceremony in the Great Hall of the People attended by Vice Premier Qian Qun.



Work by the leading China's Green Food production plant in Beijing. The plant is established by the Vice Minister of Agriculture.



Members of China's Green Food Development Center examining green food materials.



A training class for green food production.



A green food production plant in Beijing. China's Green Food Development Center.



Work in packaging and planning of green food. The company has set standards and plans for great convenience for consumers.



A green food production plant.



A tea plantation uses holistic methods instead of farm chemicals to protect plants from insects and diseases and organic instead of chemical fertilizers.

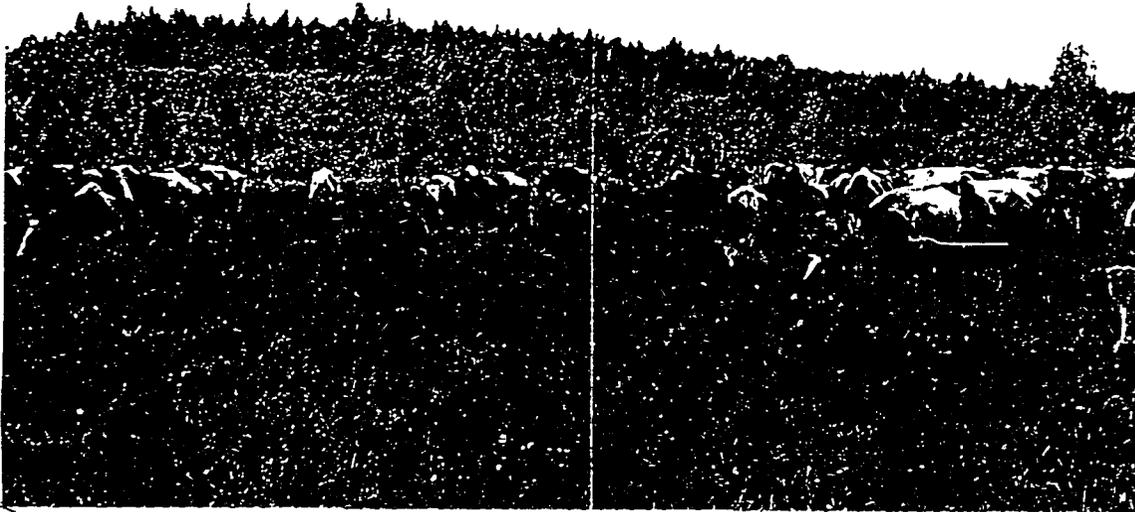


Green food requires a balanced environment and unpolluted water, soil and air.



Every step in the production of non-preserved eggs must be free of pollution.

"Green Label" dairy products come from milk cows raised in a clean environment.



A well-equipped storage site for green food.

