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participated in trade shows, conducted point-of-purchase promotions, and distributed literature on honey's importance and uses. Similar activities are undertaken by the Egg, Dairy Produce, and Wine Boards. In most cases, the major targets of promotional activities are the United Kingdom, Ireland, New Zealand, and Scandinavian countries.

France. SOPEXA, the French export agency, carries out most of the country's market development activities with the goal of maintaining a French presence in the large and traditional trade fairs while also developing new markets. Its budget for 1974 was in-

creased some 10 percent; plans call for greater emphasis on promotions in the United States, Italy, Denmark, the Netherlands, and Japan and less emphasis in West Germany, Belgium, Sweden, and Switzerland. Main products stressed have been bakery products, pork products, frozen foods, food pastes, and apples.

In 1973, SOPEXA activities included point-of-purchase promotions, sampling, cooking demonstrations, and radio and television advertising. In addition, SOPEXA conducts "French Weeks" and minifairs to emphasize its products.

Denmark. Trade fairs are a major vehicle for Danish market development, and in 1973 the country's Agricultural

Marketing Board arranged for participation in 12 fairs and exhibits. Often such efforts are followed up by point-of-purchase campaigns in supermarket outlets. In fiscal 1972, for instance, Danish participation in the French SIAL Fair was followed by store campaigns in all parts of France for Danish cheese, butter, canned meats, and salami.

Danish bacon is promoted in the big British market through demonstrations and sampling in food centers.

Cheese has been promoted by the Danish Cheese Association in stores and in cooperation with food editors in the United States and Canada, as well as by the Danish Cheese Board in West Germany.

Also, Denmark capitalized on its new EC membership last year by reinstating poultry campaigns in West Germany.

The Netherlands. The Dutch frequently participate in trade fairs and shows and conduct point-of-purchase campaigns to promote their products. Here again, the United Kingdom is the target for large butter and cheese campaigns, while Dutch fruit and vegetable promotions have recently been strong in Sweden. "Dutch Weeks," for instance, are annually held in Swedish chains, during which fresh produce from the Netherlands is stocked in large display islands covered by colorful canopies. Dutch girls in native costumes often serve as hostesses.

The Dutch also conduct multicommodity programs, where demonstrators and materials are provided to the store group, as well as incentive programs for the trade and consumer.

Israel. This country is a major supplier of fresh and canned fruits and vegetables in Sweden and other European markets, and promotional activities center around these products. The Israeli Citrus Marketing Board (CMB), for instance, promotes its Jaffa oranges and grapefruits at point-of-sale promotions in retail chains. Current plans of

the CMB include a display contest for independent Dutch retailers, who will use materials supplied by the CMB to develop displays promoting Jaffa fruit.

Spain. This country is gradually coming upon the export market development scene, and today the Spanish Government, various quasi-governmental syndicates, and other trade groups support promotional campaigns abroad.

This year, the major portion of the Spanish market development budget is being spent on fruits and vegetables, olive oil, and olives—some of the country's top agricultural exports. Citrus promotion is concentrated in Europe (particularly the United Kingdom and West Germany), while olive oil promotion is emphasized in the United States, Canada, Australia, West Germany, and Switzerland. Types of promotional activities include trade fairs, trade missions and publicity campaigns.

Major U.S. Markets. Enlargement of the EC to include the United Kingdom, Ireland, and Denmark has caused some dramatic changes in these countries' farm policies and trade regulations and thus has had a major impact on their suppliers' promotional campaigns.

EC countries, for instance, have become increasingly active in the new member markets, with substantial gains in market development efforts by France, Germany, and the Netherlands. Also, countries that at present enjoy—or anticipate—associate membership in the EC are taking advantage of the new competitive situation; this is particularly evident in the Mediterranean producers.

Other nations, however, have been frustrated by a loss of preferential market access and are either developing new program strategies to counteract the impact of EC regulations, or are phasing out long-standing activities because of insurmountable trade barriers. Countries in this situation include South Africa, New Zealand, and Australia.

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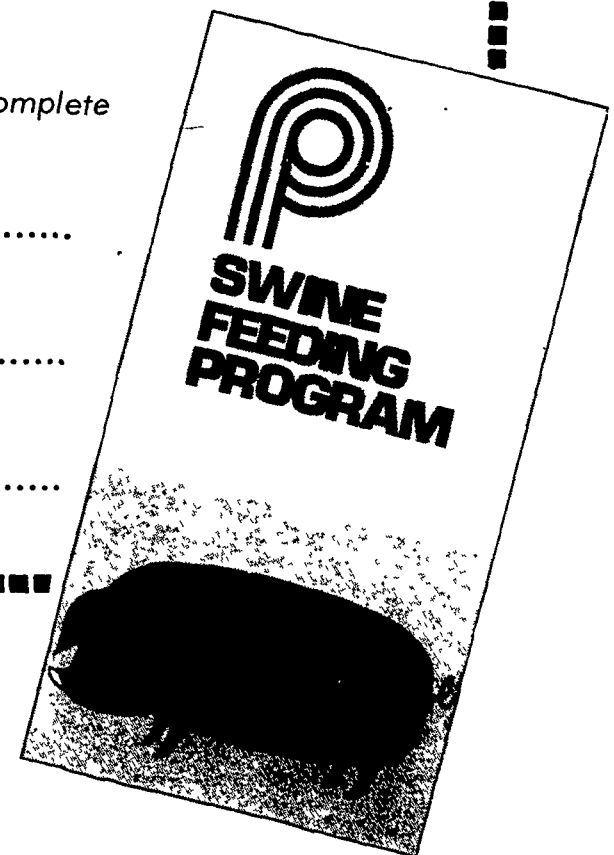
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