

Trade Notes...

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Vintage Victory in Napa Valley

Now that's confidence! As prelude to a wine tasting in Paris, the Napa Valley Vintner's Association challenged a group of France's most discriminating wine experts to pay California a professional visit.

Earlier this year, representatives of five of France's top restaurants took a trek through California wineries to learn more about Napa Valley wines. Their travels convinced some of France's most experienced sommeliers to place orders.

A variety of Napa Valley vintages are now playing on tables in some of the most distinguished restaurants in France.

FOODEX Japan Sales Top \$50 Million

U.S. food sales as a result of the FOODEX Japan 2001 show are projected to top \$50 million. The Tokyo U.S. Agricultural Trade Office organized and hosted the American Pavilion at the show, which is the largest trade-only food show in Asia. Over 180 U.S. companies showcased their products to almost 94,000 food and beverage buyers over the four-day show.

Argentine Beef Exports Expected To Plummet 44 Percent in 2001

FAS/Buenos Aires lowered its 2001 forecast for Argentine beef exports by 44 percent. This sharp drop is a result of the shut-down of almost all export markets, including the United States, for Argentine chilled and frozen beef due to renewed outbreaks of foot-and-mouth disease (FMD). In 2000, the United States imported 19,579 tons of beef and 18,121 tons of prepared/preserved bovine meat from Argentina.

With its current FMD-positive status, Argentina is allowed to export only prepared/preserved bovine meat to the United States.

Canada Imports Record Number of U.S. Feeder Cattle

Preliminary data from the Canadian Food Inspection Agency show that Canada imported a record number of U.S. feeder cattle during the Northwest Cattle Project's 2000/2001 season (October to March). Imports reached an estimated 204,000 head, up more than 13 percent from 180,314 head a year earlier. This year marks the fourth year of the program aimed at facilitating shipments of U.S. feeder cattle to Canada under revised animal health requirements. Following pressure by Ontario cattlemen to be eligible to have feedlots in that province registered under the program, New York has joined Alaska, Hawaii, Idaho, North Dakota, Montana and Washington as States approved for participation.

French Surimi Market Promising for U.S. Exporters

In the last 10 years, surimi consumption in France has tripled, overtaking sales of smoked salmon. Affordable prices and a steady stream of new and innovative surimi products continue to support strong sales growth. Because French production does not meet consumption, good opportunities continue to be available for American suppliers of surimi products. In 2000, the United States supplied 46 percent of France's total imports of 14,238 tons.