

THE COMPANY

The Canada West Trading Company is an exporter of Canadian food and agricultural products. The company markets a wide selection of products ranging from fresh meats and processed foods to spirits and peat moss.

Through the services of a worldwide brokerage network, together with a staff of international marketing experts, Canada West Trading Company offers extensive international marketing services to its Canadian suppliers and international customers.

The company's export marketing philosophy is based on the fact that it requires a long term commitment to develop and maintain export markets. Prior to signing contracts with Canadian suppliers, Canada West Trading must be satisfied that the manufacturer is dedicated and committed to consistent supply and high quality.

Canada West Trading Company purchases products from Canadian sources and sells to customers in the United States, Japan and other Pacific Rim countries, Australia and New Zealand, Europe and the Middle East, as well as South America, Mexico and the Caribbean. The company guarantees the quality of all products sold.

Canada West Trading Company is a dynamic firm searching the world for new markets for Canadian products. During its first year of operation, the company was the recipient of an export achievement award. Over the past few years, it has seen sales increased dramatically through the export of fine Canadian food and agricultural products to markets around the world.

SERVICES TO CANADIAN PRODUCERS AND PROCESSORS

Canada West Trading Company provides complete international marketing services for small, medium and multi-national Canadian food and beverage manufacturers.

An outline of these services is as follows:

- research of international markets to determine sales potential of suppliers' products
- recommendations of product and package modifications to meet export requirements
- development of a long-term export marketing strategy
- participation in international trade shows and exhibitions
- access to a worldwide network of brokers and agents
- development of a retail marketing program including in-store sampling and advertising
- purchases of product direct from manufacturer, eliminating credit and collection risks to the supplier
- responsibility for all freight, documentation and insurance

SERVICES TO INTERNATIONAL CUSTOMERS

Around the world, firms purchase Canadian food and beverage products with confidence from Canada West Trading Company.

Our services include:

- one source for a wide selection of Canadian products
- a guarantee of product quality and availability
- an extensive brokerage network
- marketing expertise in maximizing sales volumes and profits for Canadian products

- co-ordination of retail promotion and advertising programs
- acceptance of payment in currency of customer's choice
- price quotes/offers in Canadian or foreign currency (F.O.B., C.I.F., or C.&F. port or warehouse)
- arrangements for all shipping and documentation

IMPORT

Although export is the main objective of the Canada West Trading Company, import is also another function that is performed by the organization. The company has the ability and expertise to import into Canada specialty food products from foreign countries, as well as handle all distribution, brokerage and invoicing. Like its brokerage network in export market areas, Canada West Trading Company has the contacts throughout Canada to give the foreign manufacturer good representation to successfully sell his product in the Canadian retail and food service industries.

PRODUCT CATEGORIES

Canada West Trading Company handles a complete line of various food products manufactured and packaged in Canada. The following is a general outline of the types of products that are exported by the company.

Meat

Beef: fresh, frozen, processed

Pork: fresh, frozen, processed

Processed Foods

Packaged and canned goods

Frozen foods (all types)

Snack foods

Dairy products

Cheese

Others

Fruits and vegetables

Beverages

Wine

Spirits

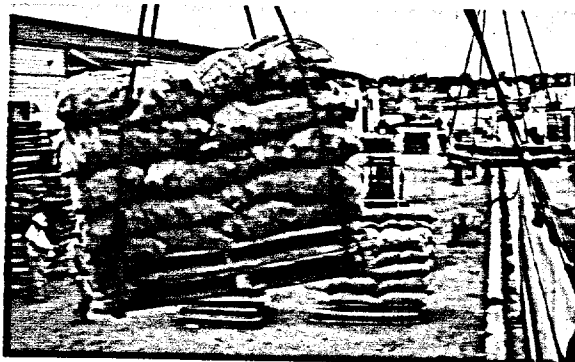
Bottled Water

Marine Products

Fresh

Frozen

Other agricultural related products



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