

- Encourage industry associations to develop brand images and logos, incorporating the "Canada Wordmark" or a similar identifier, supported by clear statements of quality commitment standards.

Trade associations could assist their members by encouraging trading linkages within the industry by:

- Investigating the possibility of establishing trade linkages with foreign manufacturers;
- Investigating the possibility of forming trading consortiums among member companies to reduce costs, broaden product line and share marketing skills and expertise;

Many Canadian exporters lack the marketing and managerial skill and/or depth to successfully exploit foreign markets. Trade associations are in a position to identify areas where members would benefit from education, training and development. They can be in the position to initiate, plan and develop training seminars and programs. These should include an approach to target marketing and market penetration. All levels of the food industry should be encouraged to develop export marketing strategies with measurable and revenue oriented objectives.

Information dissemination is a key link in the industrial strategy and often one of the most difficult to maintain on a continuous meaningful basis.

- Trade associations are a logical level at which to collect market information and disseminate it to their members. Associations should work closely with FAIT to insure that the multitude of existing market information is available to their members;
- Members of associations can make their needs for more specific market information known through trade associations. FAIT could then work with the associations to provide the most useful and current information possible.

Exporting companies

The exporting company bears the final responsibility for the success or failure of its own exporting efforts. It is at this level that progress must be measured, lessons learned, plans executed smoothly and risks taken. It is also at this level that most of the benefits to be achieved from exporting will be realized.

The first step to developing a successful export market is a long, hard look inward. Once a company has made an internal assessment it must do its homework on potential markets. This market research will save money in avoiding potential errors and it will provide any