

10. It is recommended that superior Canadian cattle be exhibited at fairs and shows in the Southern States that are selected as the primary potential markets.
11. Promotional tours would be useful. These could include trips to Canada for selected Southern purebred breeders. The persons on the tour could be shown Canadian breeding operations and see Canadian animals of various types and in different stages of development.
12. Advertising in relevant trade journals should accompany a marketing effort in the South. These promotional efforts should be professionally done and of the highest quality.