

certainty is that changes start taking place immediately following any contact of this sort. To the best of the contractor's knowledge, the data presented was current at the time of delivery of the Study to the Department of External Affairs.

It is important to note that the charter for this Study involved the identification of foodservice seafood purchasers who are willing to buy seafood direct from Canadian processors.

In some instances, the responding firms were somewhat ambivalent about how they would be willing to buy, indicating that in some instances, with certain products, they would buy direct, but in other product areas or situations they might wish to buy through an intermediary. In each such case, the first step must be to contact the suggested representative of the company and determine whether or not that particular firm is willing to buy the product in question on a direct basis.