

Message from the Canadian Minister of Agriculture and Agri-Food

I am pleased to see my department associated with the publication of the 1994 edition of GOURMET-EXPORT, the Québec Agri-Food Export Club directory of members.

The development of domestic and international markets will be essential to the continued growth of the Canadian agri-food sector over the coming years. GOURMET-EXPORT is a good example of the innovative marketing techniques that can be used to build on Canada's reputation for safe, quality food products, so that together we can reach the goal set last year by governments and industry: \$ 20 billion a year in agri-food exports for Canada by the year 2000.

This directory is but one example of the Export Club's initiatives in fostering awareness of its exporting members on markets abroad. We will continue to encourage such industry-led efforts to adjust to world markets and take advantage of post-GATT, post-NAFTA opportunities.



A handwritten signature in black ink, which appears to read "R. Goodale". The signature is fluid and cursive, written over a light background.

Ralph Goodale