



assistance of the Canadian Commercial Counsellor in Peking. These mail-outs generate feedback from 75 percent of the recipients.

As a consequence of these market serving strategies, Shaver won a repeat contract from the Chinese in 1981. Since this time, activity in China has intensified, due to the increased interest in poultry production as an efficient and low-cost way of improving diets, and to the authority provincial organizations now have to enter directly into international trade arrangements.

Shaver management attributes its success in this difficult market to: patience in developing awareness of their company; a full range of products of interest to the

*The skillful genetics research started by the founder of Shaver continues to produce the strongest, best quality and healthiest chicks, most suited to their destined market.*

Chinese; honesty in their business dealings; and persistence in following up every possible new business lead. In short, from the very beginning, Shaver was very serious about securing sales in this burgeoning market.