

processed foods in the world. This growth is due in part to the increase in export opportunities around the world and to increased awareness in the Canadian agri-food industry of these opportunities. Greater departmental emphasis is being placed on strengthening liaison with the agri-food industry to enhance and foster awareness of international market potential. To this end, division officials participated in 22 annual meetings of agri-food associations and 51 export-related meetings. In addition, individual consultations were held with over 100 Canadian firms in the sector.

The Agri-food Products Division is working with relevant associations and with Agriculture Canada to encourage the development of sector market strategies. The Division has also contributed to the formation of export-oriented organizations for the beef, pork and forage industries.

During 1989/90 a number of world trade studies were completed including *World Trade in Agri-food Products*, *The World of Pulses*, and the *Fur Industry Report*. A study to identify the most important markets for Canadian fur products is currently under way. The study will assist industry in planning its export market strategy,

and will provide worldwide information to federal/provincial governments and export agencies.

The Division's activities in trade promotion were extensive throughout the year. Representatives attended eight trade fairs and assisted in the development of 32 others. Fifteen incoming and 13 outgoing trade missions were supported directly by the Division.

A newly revised "Special Activities" category of the Program for Export Market Development (PEMD) assists associations in becoming involved in export activities. In this context, 44 agri-food projects were undertaken by associations in the agri-food industry.

Other initiatives included store promotions, Canadian wine selections for official functions, the organization of an agri-food export seminar, and the founding of two meat export federations.

Fisheries

The Fisheries Division has established a program of market information, through which reports on trade fairs, conferences, export missions and seminars are distributed to the 700 fish exporters listed in the World Information Network (WIN) database. Completed reports include those on the