

while those participants in Buffalo, Cleveland and Minneapolis shows are generally from central or Atlantic Canada.

Many firms are able to introduce their product to the market for the first time and representational relationships often result. Solo shows are low budget.

#### Trial Shipments

Description: Trial shipments occur as a means of introducing new products to a market. They are used mainly for commodities such as seed potatoes, apples or pedigreed seed. They are usually provided free of charge and are sample size - for test growing and evaluation. They are usually provided by government agencies in conjunction with the private sector.

Assessment: Trial shipments are an effective means of introducing certain products to a new market. They permit authorities and/or potential buyers to evaluate products to determine their suitability to local conditions at no cost. If the products succeed excellent opportunities usually follow for commercial sales.

#### Instore Promotions and Restaurant Promotions

Description: This activity is used in modern industrial economies in conjunction with a well known supermarket chain. Usually a "Canada Days" style promotion is conducted with media coverage, point of purchase material and displays of Canadian food products. As an example an instore promotion might be "Canada Days" conducted for a five day promotion period in the sixty Publix stores in the Tampa-St. Petersburg area in Florida. New firms to the market as well as existing exporters are involved.

Restaurant promotions are conducted usually with leading hotels which feature complete Canadian menus and foods prepared from Canadian recipes. They are conducted over a period of perhaps a week to ten days and feature a Canadian theme in the hotel lobby, restaurant area and outside entrance e.g. flags, tourist posters etc.

Assessment: Instore promotions have been used very successfully in the U.S. and in Japan. A "co-operator" supermarket chain is enlisted. There are advantages to both the Canadian exporter and the co-operator chain. Attention is focused on Canada and Canadian products for a concentrated period of time. They also provide the supermarkets involved with a different style of promotional event. Substantial sales of Canadian products usually occur during the promotion. More importantly new companies in the market often are able to obtain permanent listings for their products, resulting in long term sales. Firms are given access and profile in the market that they would not otherwise be able to achieve operating independently.

Restaurant promotions are very useful in highlighting Canadian cuisine and foods for the "up market" restaurant consumer. Hotel co-operators and local distributors/agents for Canadian products benefit from the publicity generated. Hotels find it gives an opportunity for a new theme event. Media publicity often is combined with the promotional event.