
NOTICE TO READERS

Canadian Trade Offices in the United States have identified the fisheries sector as a priority sector for export promotion in 1994/95. This points to the existence of particular opportunities which Canadian seafood exporters are encouraged to pursue. This document has been prepared with a view to providing small- to medium-sized Canadian fish and seafood exporters with basic information on the massive United States market.

The report identifies market opportunities of potential interest to Canadian seafood exporters and provides data on the characteristics of the U.S. economy, such as economic structure and regional differences. Information on the domestic U.S. seafood market includes data on imports by province, seafood marketing opportunities, market access, and consumption habits. Lists of the major U.S. fish and seafood importers/distributors/users, International Trade Centres across Canada, and the Geographic Trade Divisions in the Department of Foreign Affairs and International Trade are provided as contact points for Canadian fish and seafood exporters interested in the U.S. market.

Care has been taken to ensure the accuracy of the information in this guideline at the time of preparation. *However, prudent Canadian fish and seafood exporters are advised to check all relevant details with their commercial contacts and to adhere strictly to the requirements and regulations set by U.S. importers and authorities.* This report is one in a series of "Country Guidelines" being prepared by the Sectoral Liaison Secretariat, Foreign Affairs and International Trade. Any questions about this report, or other country guidelines, should be directed to Sectoral Liaison Secretariat (TOSA) at 125 Sussex Drive, Ottawa. [Tel:(613) 995-1712, Fax:(613) 943-1103]. An appropriately structured version of this document is available through *FAXLINK* at (613) 944-4500.

The document was vetted by Canadian trade representatives at the Canadian Embassy in Washington and by all U.S. Consulate Generals; including Cynthia Stevenson, Ray Munoz, Jack McManus, Steve Pickens, Marcia Grove, John Lambert, Marcel Saucier, Ben Gailor, Carl Light, Margaret Mearns, Richard Campanale, and Douglas McCracken.

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