

POST PROPOSALS

All of the wholesalers interviewed in Cleveland territory can be expected to continue to import salmon and other seafood products from Canada. They would like marketing support from Canadian seafood processors to help sell salmon as well as other Canadian seafood products. The post recommends Canadian seafood exporter directories; brochures with landed price lists; product information which elaborates on Canada's cool clean waters and high quality standards; and point of sale material such as promotional items, posters, etc. The post further recommends that Canadian companies make direct in person sales calls or communicate with the market by telephone or fax on a regular basis. In addition, it is also suggested that firms ship samples of salmon and product information.

The post would be pleased to organize a seafood show for regional buyers, following the Boston Seafood Show as a means to follow up leads for companies. The local market has expressed an interest in attending such an event. In September 27-29, 1991, the post participated in the Ohio Grocers Association Convention and Trade Show with a Canadian pavilion of 28 companies, 6 of whom exhibited seafood products. A Canadian seafood reception featuring Atlantic and Pacific salmon, lobster, mussels and oysters was held at the show attended by 650 grocery industry buyers. A sourcing workshop featuring a Canadian breakfast was also held during the show and featured a speaker from CALPA and a representative from CAFE. Canadian exhibitors reported that good contacts and reliable leads were made as a result of this workshop and on the exhibit floor. The Show sponsored by the Ohio Grocers Association is now the second largest regional grocery event in the U.S. and attracts key buyers from two national chains and large multi-divisional wholesale food companies, brokers, and independent retailers.