

Assist companies and their associations to develop focused strategies that are in line with the supply capabilities of the company or sector and reflect the requirements of the target market.

- Further support of market development activities, on a shared-cost basis, will be delivered through the revised Program for Export Market Development-Agri-food program.

Substantially increase Canada's trade representation abroad in the agri-food sector.

- Additional trade officers dedicated to market development in agri-food will be assigned to Canadian missions in key foreign markets.

Streamline government support of the agri-food sector.

- Use the AIMS process to increase co-operation and reduce duplication between federal departments, and make more use of the Federal-Provincial Market Development Council to increase federal-provincial co-operation.

Encourage companies in the agri-food sector to become more integrated with the upstream and downstream components of their industry.

Agri-food Sector

Activity	Date	Location	Dept.	Contact
United States				
Hotel, restaurant, supermarket and institutional equipment and services; national stand: Northeast Foodservice and Logging Expo	Apr 1993	Boston	EAITC	613-944-9483
Food products and beverages; national stand: 21st Food and Trade Exposition	Apr 1993	Puerto Rico	EAITC	613-944-6134
Hotel, restaurant, supermarket and institutional equipment and services; national stand: National Restaurant Association Show	May 1993	Chicago	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: Summer Fancy Food Show	Jun 1993	New York City	EAITC	613-944-9483
Specialty Foods Initiative (NEXUS)	Jul 1993	United States	ISTC	416-973-5184
Agricultural equipment and services; national stand: Empire Farm Days	Aug 1993	Seneca Falls	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: National Food Distributors Show	Aug 1993	San Diego	EAITC	613-944-9483
Hotel, restaurant, supermarket and institutional equipment and services; national stand: Florida Restaurant Association Show	Aug 1993	Orlando	EAITC	613-944-9483
Agricultural equipment and services; national stand: Husker Harvest Days	Sep 1993	Grand Island (Nebraska)	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: Natural Food Products Expo East	Sep 1993	Baltimore	EAITC	613-944-9483
Packaging equipment; national stand: Westpack '93	Sep 1993	Anaheim	EAITC	613-944-6134
Semiprocessed and processed food and beverage; national stand: National Prepared Frozen Food Festival	Oct 1993	East Rutherford	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: Ohio Grocers' Association Show	Oct 1993	Columbus	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: Private Label Show	Nov 1993	Chicago	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: Prepay Summer Fancy Food Show '94	Nov 1993	New York City	EAITC	613-944-9483
Semiprocessed and processed food and beverage; matchmaking forum	Nov 1993	Des Moines	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: National Food Brokers' Association Show	Dec 1993	Chicago	EAITC	613-944-9483
Agricultural equipment and services; buyers from United States to: Canadian International Farm Equipment Show	Jan 1994	Toronto	EAITC	613-944-9483
Agricultural equipment and services; national stand: National Farm Machinery Show	Feb 1994	Louisville (Kentucky)	EAITC	613-944-6134
Semiprocessed and processed food and beverage; national stand: Winter Fancy Food Show	Mar 1994	San Francisco	EAITC	613-944-9483
Semiprocessed and processed food and beverage; national stand: Natural Food Products Expo West	Mar 1994	Anaheim	EAITC	613-944-9483
Western Europe and European Community				
Food products and beverages; information booth: International Food and Drink Exhibition	Apr 1993	London	EAITC	613-995-6438
Slaughter Technologies (Red Meat)	Apr 1993	Europe	ISTC	416-973-5184
Technology Mission (White Meat Sector)	May 1993	Europe	ISTC	416-973-5184
Seed potatoes; buyers from Italy to	Jul 1993	New Brunswick, Prince Edward Island	EAITC	613-995-9766