

- a FaxBack system;
- pathfinders, which briefly describe the services and programs available by topic (e.g., exporting); and
- leading-edge business products, including videos, publications, business directories, how-to manuals, CD-ROM products and external database access.

To access these services, contact a local Canada Business Service Centre:

#### Newfoundland

Canada Business Service Centre  
Tel.: (709) 772-6022 or 1-800-668-1010  
Fax: (709) 772-6090  
Info-FAX: (709) 772-6030

#### Prince Edward Island

Canada/P.E.I. Business Service Centre  
Tel.: (902) 368-0771 or 1-800-668-1010  
Fax: (902) 566-7377  
Info-FAX: (902) 368-0776 or 1-800-401-3201

#### Nova Scotia

Canada/Nova Scotia Business Service Centre  
Tel.: (902) 426-8604 or 1-800-668-1010  
Fax: (902) 426-6530  
Info-FAX: (902) 426-3201 or 1-800-401-3201

#### New Brunswick

Canada/New Brunswick Business Service Centre  
Tel.: (506) 444-6140 or 1-800-668-1010  
Fax: (506) 444-6172  
Info-FAX: (506) 444-6169 or 1-800-401-3201

#### Quebec

Info entrepreneurs  
Tel.: (514) 496-4636 or 1-800-332-4636  
Fax: (514) 496-5934  
Info-FAX: (514) 496-4010 or 1-800-322-4010

#### Ontario

Canada/Ontario Business Call Centre  
Tel.: (416) 954-4636 or 1-800-567-2345  
Fax: (416) 954-8597  
Info-FAX: (416) 954-8555 or 1-800-240-4192

#### Manitoba

Canada Business Service Centre  
Tel.: (204) 984-2272 or 1-800-665-2019  
Fax: (204) 983-3852  
Info-FAX: (204) 984-5527 or 1-800-665-9386

#### Saskatchewan

Canada/Saskatchewan Business Service Centre  
Tel.: (306) 956-2323 or 1-800-667-4374  
Fax: (306) 956-2328  
Info-FAX: (306) 956-2310 or 1-800-667-9433

#### Alberta

The Business Link  
Tel.: (403) 422-7722 or 1-800-272-9675  
Fax: (403) 422-0040  
Info-FAX: (403) 495-4138 or 1-800-563-9926

#### Northwest Territories

Canada/Northwest Territories Business Service Centre  
Tel.: (867) 873-7958 or 1-800-661-0599  
Fax: (867) 873-0101  
Info-FAX: (867) 495-0575 or 1-800-661-0825

#### British Columbia

Canada/British Columbia Business Service Centre  
Tel.: (604) 775-5525 or 1-800-667-2272  
Fax: (604) 775-5520  
Info-FAX: (604) 775-5515 or 1-800-667-2272

#### Yukon

Canada/Yukon Business Service Centre  
Tel.: (867) 633-6257 or 1-800-661-0543  
Fax: (867) 667-2001  
Info-FAX: (867) 633-2533 or 1-800-841-4320

#### Agriculture and Agri-food Canada

The Agri-food Trade Service (ATS) has been developed as a single window to a complete package of federal services that assist Canadian agri-food exporters directly or that serve to identify and take advantage of opportunities in foreign markets. There is no need to search through a maze of numbers at DFAIT or Agriculture and Agri-food Canada: both departments are partners in this service.

A single phone call to the ATS means access to:

- **Customized market information and intelligence** provided by the Agri-food Trade Network, a Canada-wide, operator-assisted computer information system, and by agri-food specialists stationed in key markets around the world. Hundreds of experts, libraries and data banks are ready to provide enhanced information and advice to industry on trade opportunities. The ATS, which can provide a wealth of market reports, is arranged by country and commodity.
- **Agri-food Trade 2000** is a vital component of the ATS, amalgamating previous contribution programs for trade and market development; the major portion of its budget is channelled to market development initiatives through industry associations or alliances.
- **New Look Materials** tell international customers that Canadian foods and beverages are made in the spirit of the land — natural, wholesome and pure — and meet their highest expectations for quality, purity and safety. The new look provides a uniform and enhanced presence for Canadian agri-food products in export markets.
- **Industry Trade Shows and Food Promotion:** DFAIT and Agriculture and Agri-food Canada have joined forces to mount sophisticated international trade show exhibits and food promotions. Training is also provided to make sure that Canadian agri-food firms are properly prepared for these events.
- **Export Training** is aimed at increasing the number of Canadian firms that are export-capable and export-ready. Agriculture and Agri-food Canada, in co-operation with the provinces, is developing teaching materials to form the basis of a specific agri-food export training system.

- **New Exporters Program to Latin America** will increase and diversify Canadian agri-food exports by encouraging and preparing potential new exporters to the Latin American region. Also included in this initiative are information and training, in Canada or on-site, as appropriate.
- **A Team Canada Approach** with a proven track record to ensure that Canada reaches its goal of \$20 billion in agri-food exports by the year 2000. Canada's international business strategy means better co-ordination of federal and provincial activities tailored to industry needs, including the design of the new image to market Canadian food products abroad.

The **Agri-food Trade Network (ATN)**, one initiative under the ATS, provides on-line access to agri-food trade information, including country/market profiles, Canadian supply capability and trade shows and missions. The ATN also contains a directory of federal government trade contacts around the world. It can be found under "Trade Contacts" at <http://atn-riae.agr.ca/>

Interested firms may also contact an information co-ordinator in their region:

Newfoundland.....	(709) 772-4063
Prince Edward Island.....	(902) 566-7310
Nova Scotia .....	(902) 893-0068
New Brunswick .....	(506) 452-3706
Quebec .....	(418) 648-4775
Montreal.....	(514) 283-8888
Ontario.....	(519) 837-9400
Manitoba .....	(204) 984-4409
Saskatchewan .....	(306) 780-5452
Alberta.....	(403) 495-6775
British Columbia .....	(604) 666-3054