

as foreign subsidies, world supply and demand, weather, etc. can cause quite large production swings.

Production of some specialty products, e.g. wild rice and maple syrup, is characterized by fragmentation amongst producers such that there is no sustained and focused marketing effort for the sector as a whole.

Transportation links for floraculture and nursery stock vis-à-vis exporting to the USA are critical. Existence of efficient links with possibilities to benefit from backhaul opportunities can often make the difference between being in or out of the market. Fresh fruit and vegetable producers, in general, appear to be rather conservative in their approach to serving the market. This may explain why they are having difficulty maintaining domestic market share let alone exporting.

The Canadian livestock industry is characterized by a strong individual group of exporters specialized in live animals and a few large companies that handle genetic material (semen and embryos). The highly competitive position which Canada enjoys in world markets is assisted by a strong Canadian presence in international judging and classification assignments, technical and trade missions and seminars and a highly advanced recording system for genetic purity and production.