

Scallops - all pecten or placopecten type scallops can be called "coquille Saint Jacques" if offered in the shell. If frozen they should be named "noix de Saint-Jacques" and if with roe, "avec corail" should be added.

#### FACTORS AFFECTING CANADIAN EXPORTS

##### FACTORS FAVOURABLE FOR CANADIAN EXPORTS:

- participation in trade fairs and other export promotional activities
- favourable rates of exchange
- strong sectoral capability in Canada
- support provided by PEMD program

##### FACTORS LIMITING OPTIMAL EXPORT GROWTH

- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- relatively high tariffs
- market prospects which are relatively new and have not yet been explored adequately by Canadian exporters
- reluctance by Canadian companies to develop markets outside the United States