❖ Experienced exporters already relied on their own sources of information. They tended to find the GMORs to be not as useful as their own contacts.

❖ Participants are divided on the ideal format for the GMORs, but for many it would exist in a database that they may access on-line at the time of their choosing. However, there would be some demand for hard copy.

❖ Participants generally considered the U.S. market to be the most important. Many believed that there were emerging markets in Mexico, Latin America, South America and the Pacific rim. However, participants said they would export wherever there was an opportunity to make a sale.

❖ The discussions identified a need for improved editing in future GMORs.

❖ Participants had few comments on design because they were more interested in content. However, the groups identified some design elements (contained herein) that the Department should consider to improve the attractiveness of the GMORs.

❖ With the exception of the pork exporters, many participants were not aware of the Departmental-association cooperation in the development of the GMORs. As a result, many participants recommended that the Department coordinate efforts with the associations in order to better service the industry.

❖ Few participants endorsed the suggestion of having advertising or sponsorship. However, if the information was perceived to have value, it would not pose a problem.

❖ Most participants would pay a nominal fee just to make sure they covered the base with this information.

❖ In their current format, GMORs are more useful to novice exporters.

❖ The Country Guides for the Fish and Seafood sector were very well received.