

Appendix C

SALES CHANNELS FOR B.C. FARMED SALMON

B.C. Fishing Companies	33%
Canadian-Based Seafood Brokers	33%
Direct to Foreign Importers	20%
Other	10%
Total	100%

B.C. Salmon Farmers Association.



Appendix D

LETTER TO POTENTIAL CONTACTS

February 28, 1989

Mr. Jack Hollcah, Pres., CEO
Certified Grocers of Florida Inc.
P.O. Box 1510
Ocala, FL.
32678

Dear Mr. Hollcah:

I am writing on behalf of a group of salmon farmers from the Campbell River area of British Columbia, Canada. Campbell River is a world famous sport fishing area for trophy sized King (Chinook) salmon. The same cool, clean, crystal clear waters are now producing high Quality Ocean Farmed Chinook (King) Salmon. Our group of experienced farmers currently represent 2000 tonnes of production annually. Through local processing it can be delivered fresh to you within 36 hours of harvest. Because a number of farms are working together, consistent supply can be maintained. Quality is assured. Our reputations were built on it, and our voluntary membership in the B.C. Salmon Farmers Association Quality Assurance Program underlines our commitment.

Our group will be in Boston at the Seafood Show. We will be available for meetings from noon on Monday, March 6th until Thursday. Our objective is to establish long term relationship(s), in as direct a manner as is practicable, with companies requiring our high quality product. Consistent pricing and delivery will be a major component of the discussions.

If you would like to meet with us, would you please let us know by return FAX (604) 286-3726 or phone (606) 286-3828 to this office so that a mutually convenient appointment can be arranged. If you are unable to respond by March 3, a message could be left at our hotel, The Quality Inn (phone (617) 426-1400), or you could meet with a representative of our group who will be at the BCSFA booth #217 for the first hour of the show each day to arrange appointments.

We look forward to meeting you in Boston.

Yours truly,
Norent Inc.,

Kjell Audun Aasen
General Manager