

POST PROPOSALS

Buyers from the major retail chains and the wholesale firms that supply them have expressed interest in sourcing from Canadian processors. If there is likelihood of large production they would be very interested in exploring the possibilities of a special one-week fresh fish promotion. Considerations the buyers deem important in putting together a programme are as follows:

1. Quality. Overall freshness, bone removal, consistency of size.
2. Adequacy of supply.
3. Guarantee of price and quantity with at least a 3 week lead time.
4. Logistics of delivery.

The buyers may be approached directly, but may recommend that Canadian processors use the services of a local broker or marketing consultant to assist in putting together a complete promotional programme. Buyer names and broker recommendations are readily available from the Canadian Consulate General in Minneapolis.