

2.2. STRENGTHS AND OPPORTUNITIES.

Canadian high-value food goods due to attractive labelling and quality, will present an image of prestige to Venezuelan and Netherlands Antilles consumers.

Moreover the heavy European/American influence on Canadian taste may be a major advantage in marketing high-value food products in these Caribbean areas.

The following list shows some product categories for which there is good potential:

1. Dairy products (cheese, butter, processed milk, etc.)
2. Meat preserved products (ham, sausages, pates, etc.)
3. Fish products (salmon, cod, tuna, sardines, sea food, crab, and lobster meat, etc.)
4. Confectionary (sweet and salt) (chocolates, candies, corn and wheat snacks, crackers, cookies, biscuits, nuts, etc.)
5. Vegetables (frozen and canned) (mushrooms, asparagus, all beans, carrots, salads, potatoes, sweet corn, etc.)
6. Fruits (fresh, frozen, canned, dry and preserved)
7. Spirits and liqueurs (beer, whisky, liqueurs and soft drinks, etc.)
8. Other foodstuffs (honey, spices, pickles, spreads, syrups, sauces, soups, etc.)

However, as Canadian food goods will be "imported" once in Venezuela and the Netherlands Antilles, companies interested on this growing market must concentrate on their top of the line products. As their high-value food products, are going to compete only with the best of local and overseas products.

2.3. WEAKNESSES.

There are some difficulties that can eventually limit the high-value food trade from Canada:

1. Lack of Canadian food product stock with Miami brokers.
2. Venezuelan and Netherlands Antilles lack of knowledge of Canadian products, brands, prices, qualities, companies, distributors, brokers, etc.