

In general, I think we can say that free trade should result in better co-ordination and integration in marketing efforts, particularly among the medium and small players. There is a growing number of small joint-venture operations between Canadian suppliers and American distributors. American buyers are also developing their presence in Canada, while Canadian suppliers are looking to develop partnerships in the U.S. market.

The market access and productivity benefits of the agreement come at an opportune time for the Canadian fishing industry. Demand for fish products has been growing faster than the available supply, and industry growth depends increasingly on securing existing markets and increasing exports even though 76 percent of Newfoundland's seafood exports already go to the United States.

Third, there are untold opportunities for the development of value added seafood products. The U.S. market is wide open for these further processed items.

Fourth, there are greatly increased opportunities for Canadian companies to get into direct marketing in the U.S. Smaller suppliers should get together to form a marketing consortium which offers larger supply capabilities. Such a group should establish a presence in the U.S. and build a reputation as a reliable supplier.

The greatest benefit of free trade lies in the fact that the agreement solidifies the relationship between the two countries. The FTA facilitates the flow of product from Canada to the United States, and gives better access to those 260 million buyers than you have ever had before.