

Of particular note is the apparent effect of Departmental publications in helping create new exporters. Based on the survey responses from those companies with no export sales in the previous year, use of Departmental publications generated new export sales 10% of the time. In addition, use of the publications caused non-exporting firms to undertake new activities or prepare for export 22% of the time.

Table 4, *opposite*, compares the impact of departmental publications on those who used the documents and the entire base of intended recipients. The differences in results underline the importance of targeting distribution to those who are likely to use the publications. It should be noted that where the respondent did not use the publication, it was assumed that no impact on the company occurred. This, however, is not necessarily the case: in those instances (12% overall) where respondents did not use the document but circulated them to others within their organization, positive impacts may have occurred. Determining those secondary impacts, however, was outside the scope of this study.

5.2.1 Canadian Fish and Seafood Exporters Sourcing Guide - Hardcopy

As shown in Figure 31 below, respondents were likely to identify new contacts for export market development or suppliers of goods and services as a result of reading the hardcopy version of the Canadian Fish and Seafood Exporters Sourcing Guide. More than one-third of respondents who used the publication said it resulted in new export sales.

