

POST PLAN PRIORITIES

Forty-five of Canada's foreign Trade posts identified the primary agriculture sector as a priority in their post plans. A breakdown by region is as follows: Latin America and Caribbean 12 posts, Asia and Pacific 11 posts, Western Europe 11 posts, Eastern Europe 4 posts, Middle East 6 posts and Africa 1 post. No posts in the U.S. identified primary agriculture as a priority. (While there is significant trade in primary agriculture products between Canada and the U.S. it functions almost as a domestic market.)

The commodities receiving the most attention are: livestock genetics, pulses, seed potatoes, seeds for sowing and feed. Other commodities mentioned to a lesser degree, included: honey, maple syrup and special crops. Promotional activities focus on incoming/outgoing missions, development of industry contacts, participation at trade shows and preparation of market intelligence reports.