

4. British Columbia needs to be represented at the major trade shows in a dynamic way. The industry must be convinced to push its products. With limited marketing dollars, there may be better potential for markets, other than Boston and the eastern seaboard; however, as 50 to 60 per cent of the U.S. seafood business goes through Boston, continued and vastly improved participation at the Boston Seafood Show is recommended.

5. The importance of marketing and market development for farmed salmon from British Columbia cannot be over-emphasized at this time. It is recommended that the general membership of the B.C. Salmon Farmers Association be informed of the need and urgency of these activities; the members of the trade mission to Boston are in a unique position to convey this message.

Note: Members of the trade mission formed a panel for discussion on marketing at the Annual General Meeting of the BCSFA on April 21, 1989 (see Appendix I). Further, the membership voted in favour of a \$0.02 per pound levy on premium grade harvested salmon, eighty per cent of which is to be used to support the marketing program of the Association.

Further Information and Canadian Contacts



If you require further information on seafood shows or are interested in the opportunities identified by Canadian missions abroad, your first point of contact is your nearest International Trade Centre, located in major centres across Canada (see Appendix J). In addition, you may contact the Fisheries Division and the geographic trade development divisions of External Affairs and International Trade Canada, or the posts directly. The *Directory of the Canadian Trade Commissioner Service* may be consulted for a list of names and addresses.

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