

NOTICE TO READERS

The primary purpose of the Agri-Food, Fisheries and Resources Division attendance at trade fairs and seafood shows is to act as the "eyes and ears" of Canadian fish and seafood exporters and to produce reports for broad distribution to the trade in Canada. The goals are to: [1] provide exporters with information on specific market developments, such as the performance of competitors, product innovations and novel packaging ideas; and [2] help firms enhance their use of important export development tools such as trade fairs.

This report focuses on *Sea Fare International 1992*, held February 12-14, 1992 at the Long Beach Convention Center in Long Beach, California. The event is the principal seafood show serving the 29 million consumers in the affluent and trend-setting California consumer markets.

Canadian seafood exporters interested in the California market, or in increasing their participation in trade fairs are encouraged to first contact the International Trade Centre (ITC) in their province (p.31). Exporters may wish to contact the United States Trade Investment and Development Division (UTI) and the United States Trade and Tourism Development Division (UTO), or the Agri-Food, Fisheries and Resources Division (TAA), of External Affairs and International Trade Canada. Exporters can also contact the Canadian Consulate General in Los Angeles, California for further information concerning the 1993 show.

This report should assist exporters in planning their future marketing efforts. The Agri-Food, Fisheries and Resources Division is interested in your comments on the report. If exporters have any suggestions for reports on future trade shows or events, please contact the division at 125 Sussex Drive, Ottawa, Ontario, K1A 0G2. Tel:(613) 995-1712, or Fax:(613) 943-1103.