

MARKETING GUIDELINES FOR NEW EXPORTERS

Because of the complexity of the market for processed meats and, in many cases, its fragmentation not only by area but also by ethnic populations, the following marketing guidelines (based on the experience of established exporters) are provided in order to assist new Canadian exporters.

- Focus on one particular marketing area at a time.
- If possible, select an area relatively close at hand to your operation.
- Select an area in which the specific products you wish to export are likely to receive acceptance or which contains the type of ethnic population to whom the product will be either known or acceptable.
- Visit the area, contacting distributors or brokers who are both knowledgeable in the trade and who have the necessary store contacts. (Names can be obtained through the Canadian government trade representative for that area.)
- Distributors should have adequate warehousing facilities for perishable products.
- Have printed brochures available, if at all possible.
- Establish specific shipping and delivery schedules, making sure that the carrier selected can live up to them.
- Maintain close contact with the area by regular visits both to the distributor/broker and to the customers.
- Emphasize quality and continuity of supply.
- If it proves necessary, be ready to tailor your product to specific needs for packaging, sizing, etc.
- Always regard the export market area as an extension of your domestic market, and give it the same attention and support.