

STRATEGIC DIRECTIONS

OBJECTIVES

The objectives of the primary agriculture sector are to:

- 1) increase Canadian share of international market,
- 2) ensure that industry leads in market development activities, and that governments are facilitative,
- 3) encourage a greater degree of export readiness in the industry,
- 4) encourage greater coordination between federal/provincial/industry export market development activities,
- 5) build strong & securely financed associations as a vehicle for improving the exporting ability of the sector and to improve the relationship between primary producers and traders,
- 6) encourage the adoption of a value added mentality within the sector.

SPECIFIC ACTIONS

For the primary agriculture sector should include elements such as:

- emphasis on Pacific rim and Latin America,
- continue emphasis on livestock genetics, pulses, seed potatoes, seed for sowing and feed,
- in cooperation with other federal departments, provinces and industry develop a coordinated export goal and strategy (for all of the agri-food sector),
- develop a sequential export development process that puts emphasis on follow-up of qualified market leads.
- increase the training of foreign buyers/users as a promotional tool.
- improve the timely flow of quality market intelligence and information.
- enhance the role of FITT (Forum for International Trade Training) in assisting companies to become export ready,