

Small company makes it big with embryo exports to Morocco

A small Canadian firm has achieved a first with the sale of a high-tech product — Holstein embryos — to Morocco. To facilitate the sale, the Canadian International Development Agency and the Quebec government paid the costs to train Moroccan technicians in Canada and to send a veterinarian to Casablanca to assist in the implantation of 173 embryos. A high percentage of calves came to term to the satisfaction of the Moroccans and more sales are likely to follow.

The firm — Canadian Embryo Export Services of Masson, Quebec — had developed contacts with Moroccan agriculture officials at the 1988 Salon International de l'Agriculture held in Paris. Follow-up with these contacts led to the signing of a contract with the Moroccan Ministry of Agriculture in 1990.

Subsequently, two Moroccan technicians came to Canada in 1990 for eight weeks of training and this was followed by a Canadian

veterinarian spending three weeks in Morocco to direct the implantations in June of 1991.

The bulls from these Canadian Holstein embryos will be used to supply semen for artificial insemination and heifers will be used to improve the quality of the national dairy cattle population in this North African country.

For information, contact John Nutbey, Canadian Embryo Export Services, Masson, Quebec. Tel.: (819)986-6313. Fax: (819)986-6545.

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and creates vertical and horizontal partnerships in order to be effective in developing markets. The Canada Beef Export Federation believes it holds the key to these partnerships.

For more information, contact Ted Haney, Director, Canadian Operations, "CANADA BEEF", Calgary. Tel: (403) 274-0005. Fax: (403) 274-5686.

Canadian Dehydrators' Association

The Canadian Dehydrators' Association and its industry members have made a significant impact on the forage markets of the Pacific Rim. The demand for high quality forage products to feed growing livestock populations in Japan, Korea and Taiwan has given rise to an industry that adds substantially to Canada's agri-food trade. Association members export some \$65 million worth of such products to the Pacific Rim annually.

One of the keys to the industry's success in recent years has been the development of a market development strategy. The strategy focuses Association efforts on specific markets and designs activities to take advantage of identified opportunities or to overcome constraints to expanded trade.

The development of a strategy has allowed the Association to better coordinate its activities and better use all available human and financial resources.

For more further information,

contact Bryan Davidson of the Canadian Dehydrators' Association. Tel.: (403) 450-0169 or fax: (403) 450-0604.

Purebred Swine Breeders Association of Canada

Canadian purebred and hybrid swine exporters' market strategy is making inroads into the Mexican market, with exports running at 1,200 head per month in 1992 — up significantly from export levels three years ago.

The Purebred Swine Breeders Association of Canada with the Alberta Association have developed a strategy working with its members to significantly increase their share of this rapidly expanding market. The focus of their activity is a series of seminars aimed at further educating Mexican breeders on the benefits of Canadian purebred and hybrid swine.

For further information, contact Bill Young, Purebred Swine Breeders Association of Canada. Tel.: (613) 731-5531. Fax: (613) 731-6655.

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AgExport is published in French and English as a supplement to CanadExport by the International Programs Directorate of Agriculture Canada's Agri-food Development Branch.

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