

## PURPOSE

A changing global trade environment highlighted by the current MTN and NAFTA negotiations is having and will continue to have a significant impact on the exporting of primary agriculture products from Canada. In order to take advantage of these opportunities there must be a clear view of the challenges and opportunities facing the Canadian primary agriculture sector. The following is a Review of the Global Market Opportunity for primary Agriculture products.

The purpose of this paper is to present elements of a general export strategy for the primary agriculture sector. This general strategy was developed using input from the industry AIMS, (Agri-Food Industry Market Strategies), our foreign Trade Posts, the Sectoral Liaison Secretariat, Foreign Affairs and International Trade and Agriculture and Agri-Food Canada TOS (Trade Opportunity Strategy). It will identify export market development opportunities for the primary agriculture sector and assist in focusing the trade development activities of Government. Note: Grains and Oilseeds are not taken into consideration in this strategy.