

Message from the Québec Minister of Agriculture, Fisheries and Food

In my capacity as Québec's Minister of Agriculture, Fisheries and Food, I am pleased to be a part of the publication of the 1994 edition of the DIRECTORY OF QUÉBEC FOOD PRODUCTS EXPORTERS. Such a document is evidence of the dynamism of Québec companies in the pursuit of the all-important objective of conquering markets.

The signature of different agreements lifting trade barriers will have a decisive impact on the evolution of Québec's bio-food sector. Producers, processors, distributors and retailers must constantly be attune to consumer demands and adapt to new trade regulations. Given these conditions, the development of new markets is nothing short of a major challenge for exporters. By publishing the second edition of its directory, the Québec Agri-Food Export Club provides an opportunity for Québec companies to promote their products. By incorporating all of our exporters into one guide, they become more visible and accessible to a growing number of trading partners. The continuing efforts of the Export Club must therefore be applauded in more than one area.

The development of Québec exports became a major focus during the June 1992 Agriculture Summit. Within the Ministère, where follow-up initiatives of the Summit are an ongoing concern, marketing advisors provide companies with the support necessary and establish partnership relationships centred on achieving their objectives.

I therefore take great pride in paying homage to our agri-food exporters who are committed to introducing the world to the quality of Québec products.



A handwritten signature in black ink, which appears to read "Yvon Picotte". The signature is written in a cursive style with a large, sweeping flourish at the end.

Yvon Picotte