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governments (both federal and provincial) priorities the elements of a strategic focus on the Mexican market. The first priority should be to maintain our access to Mexico's formerly protected food sector under the NAFTA. Educating the Canadian suppliers of the health requirement, packaging and shipping regulations under NAFTA as well as specific information on the Mexican market and distribution system should be the second priority. EAITC should work closely with the Food Industry Development Division of Agriculture Canada to ensure that this goal is accomplished.