

## CANADIAN COMPETITIVE STRENGTHS

Canada's international reputation and image is a significant strength in international markets. The excellent quality, diversity and uniqueness of our products (eg. wild rice and maple syrup) coupled with strict phytosanitary/health regulations controlling the production and movement of agricultural products are key strengths of Canada's primary agriculture sector.

Efficient producers backed by a world class research and extension system ensure reliable production levels. Many industry sectors enjoy the advantage of strong producer/industry organizations many of which are willing and able to take part in market oriented activities. Newly introduced check-off legislation would assist in keeping associations security financed.

An effective transportation system, especially for bulk commodities, using both containerized and bulk shipments contributes to Canada's competitiveness. A high degree of technological expertise/knowledge in areas such as embryo transfer often give Canadian firms a competitive edge.

Certain products (flora - nursery) are extremely robust and well adapted because of acclimatization to Canadian weather and thus have a quality edge in the northern USA. The harsh Canadian climate is also an advantage as a means of decreasing the incidence of disease in both plants and animals.

The Trade Commissioner Service of EAITC provides valuable assistance to the sector in terms of market information, technical advice, logistical support, etc.