

## EXECUTIVE SUMMARY

Canada's share of world trade in agrifood products has increased slightly, with exports of \$13.3 billion in 1992, but our share of value added exports still remains low.

Through close liaison with the trading companies and packers, Canada has developed a leading reputation as a pork producer, processor and exporter. Canada is now the **third largest exporter of pork in the world** representing 16% of the world trade in pork. First place is the EC at 26% (in 1992). Canadian pork exports in 1992 amounted to **275 000 tonnes worth \$665 million** and were shipped to 58 different countries. Canada's main export markets are USA, Japan, Mexico, Cuba and Russia. In terms of pork production, Canada ranked seventh in the world in 1991 producing 1.13 million metric tonnes of pork.

Up until 1991, the U.S. was the world's largest importer of pork products, but was then displaced by Japan, which imported over 500 000 metric tonnes. Japan's demand for imports is expected to continue, while the U.S. is expected to turn from a net importer to a net exporter of pork in the near term.

In order to maintain or increase Canadian pork exports, market positions must be strengthened in areas other than the United States. Canada must pursue new growth markets as they appear, such as Mexico. In order to achieve this goal, the level of existing access into international markets must be defended and expanded. Efforts to lower tariffs and import quotas must be aggressively pursued. We must also consider the use of new financing methods in order to establish stable niche markets in emerging markets, such as Russia.

Industry and government together must continue to support generic market promotion when targeting international markets. As result of Canada's high health standards, respected breeding, indexing, inspection and testing, the Canadian pork sector is noted globally for high quality meat and reliability of supply. This has helped Canadian companies increase pork exports and these factors should continue to be promoted internationally.

A detailed survey on opportunities in forty-six countries is contained in this document. Full names and addresses of some major importers and buyers are provided.