

## FOREWORD

In today's increasingly competitive and demanding world market, business is recognizing it needs to find niche markets, increase product quality and provide value-added products which meet those market demands.

Canada's growing economy and future prosperity depends on trade, and the ability of Canadian businesses to compete against the best and win.

Canadian agri-food and fish exporters have become increasingly aware of the opportunities – and challenges – provided by the Canada-United States Free Trade Agreement (FTA) in selling to the world's largest market.

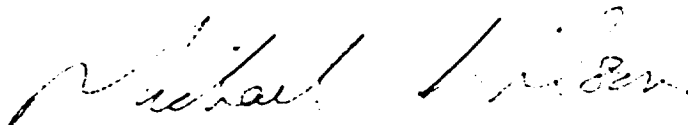
The United States is, and will remain, the most important export market for the entire range of Canadian food, beverage and seafood products. It represents immense potential for job creation for thousands of Canadians, an unparalleled testing ground for new marketing ideas and product innovations. It is the best market opportunity for aggressive, well-prepared new exporters who are willing and able to take up the challenge. Whatever opportunity a business chooses to explore, homework must be done.

This volume, **"A Guide to Food Trade Shows in the United States, 1992-93,"** is part of a three-volume series on Exporting Canadian Agri-Food and Fish Products to the United States, and it lists national and regional trade exhibitions which Canadian agri-food and fish exporters may wish to attend in order to introduce their products to U.S. food and seafood buyers. External Affairs and International Trade Canada (EAITC) is directly involved in many of these promotional events, and works closely with Canadian companies in their marketing efforts.

A companion guide, **"Canadian Exporters' Handbook on Doing Business in the U.S. Food and Seafood Market,"** is designed to assist Canadian agri-food and fish processors in their quest to open up new and exciting sales opportunities south of the border. The guide contains helpful hints on the basics of food marketing in the United States, an outline of the various distribution and regulatory procedures facing novice exporters, and regional market overviews prepared by our trade offices in the United States.

The third publication in this series, **"How to Identify and Work with U.S. Food Brokers and Distributors: Proceedings of a Cross-Canada Seminar Series, September 22nd to October 2nd, 1992,"** summarizes the salient points raised in an EAITC-sponsored programme which featured presentations by representatives of the National Food Brokers Association in Washington, the National Food Distributors Association in Chicago, the agri-food and seafood marketing officers from eight of our Canadian Consulates General, as well as Ontario and Quebec provincial government trade officers in the United States.

Prepared by EAITC's USA Trade, Tourism and Investment Development Bureau these informative publications will provide Canadian agri-food and fish exporters with timely, relevant and easily accessible information on U.S. market trends and opportunities. I hope these publications will assist you to develop your marketing strategy in the United States and successfully compete in the lucrative U.S. market.



The Honourable Michael H. Wilson  
Minister of Industry, Science and Technology and  
Minister for International Trade