

- (9) that the Department of External Affairs and International Trade increase its contacts with lobster processors and buyers on the East Coast, and make a special effort to further promote the industry and provide it with market information and reports prepared by Canada's trade missions abroad;
- (10) that the Department of External Affairs and International Trade assess the effectiveness of its involvement in the marketing of Canadian lobster. The results of this assessment should be made available to the industry and to parliamentary and government Committees;
- (11) that governments, both federal and provincial, encourage lobster producers in the region to work cooperatively toward creating a more effective distribution system for live and processed lobsters. This may involve obtaining additional air cargo space and investing in holding capacity for live lobsters in new market areas and at some airports; and
- (12) that the Department of Fisheries and Oceans provide the industry with relevant educational materials on proper storage, shipping and handling techniques. Canada's Fish Inspection Program should be used as a marketing tool to create awareness among domestic and international consumers that Canadian seafood has undergone the most stringent quality control system in the world. Consideration should be given to the development of a seal indicating high quality for live and processed lobster, similar to that used by the aquaculture industry.