



## CANADIAN ASSOCIATION OF FISH EXPORTERS (CAFE)

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The Canadian Association of Fish Exporters (CAFE) is a national trade association representing the Canadian seafood exporting community. CAFE assists its members in expanding international markets by strengthening buyer-seller relationships through market intelligence and promotions.

### CAFE provides a full-line of market-intelligence and promotions services:

- \* bi-monthly market-intelligence publications include *CAFE Market Analysis Report*, *CAFE Market Intelligence Digest*, and *CAFE Boston Report*
- \* bi-monthly publication of *Seafood Canada*, a four-colour newsletter distributed to through the Trade Commissioner Service to key buyers and end users around the world. *Seafood Canada* provides positive commentaries on Canadian supply trends, as well as serves as a vehicle for direct promotions by members to export markets.
- \* regular price monitoring, market projection development, custom market analysis, sales/trade leads
- \* assistance on development of company-specific marketing and promotional programs, marketing or business plans, product or market development activities

### CAFE has taken a leadership role in the marketing of Canadian seafood exports:

- \* by working with External Affairs and International Trade on a number of projects, ranging from individual reports and studies to the development of *Seafood Canada*
- \* by undertaking market studies which to date include major studies on underutilized species and industry marketing mechanisms for Industry, Science & Technology's Fisheries Products Sector Campaign, and a catfish industry review for the Department of Fisheries & Oceans
- \* by creating the first industry-sponsored generic marketing program

### Who benefits from membership in CAFE?

Anyone in the seafood industry or associated with it who has an interest in developing or expanding export markets for Canadian seafood products. Membership dues are based on export sales.

### Who runs CAFE?

CAFE has a 13-member Board of Directors who are elected annually, and a three-person office staff whose employment is continuous. Nilo Cachero is president of the association, Jane Barnett is vice president, and Karen Weir is executive assistant.