
2.0

GLOBAL FINDINGS

2.1 Overall Impressions

Awareness

Few participants were aware of the GMORs prior to this evaluation (the exception being the Pork participants who had a major hand in the development of the GMOR through Canada Pork International). A few participants had seen previous iterations. Many other participants thought they had seen something similar that may have been faxed to them.

Value

Participants appeared to have an information value hierarchy. The most highly valued information was market intelligence such as the names of contacts or potential buyers in the foreign country. On the other end of the scale was the theoretical and "state of the sector" information that participants did not find very useful for exporting purposes.

Many of the participants in the groups were already heavily exporting. As such, many participants noted they had more and better information through their sources than was contained in the GMOR. What information they did not have could be obtained quickly through a key contact. They naturally concluded that the GMOR would be useful for novice exporters.

However, the Country Guides (presented in the Fish and Seafood focus groups) were more highly valued. The information contained in them were perceived to be of higher value added for their potential in providing advice in a marketing strategy.

GMOR Sector Difference

There appeared to be a sector by sector difference in attitudes towards the GMORs. These differences were:

- ❖ consumer market (Lobster) vs. an industrial market (Packaging and Labelling)