

Recognizing the limited resources available to Canadian salmon exporters, the Survey was directed towards the identification of opportunities and challenges abroad in an attempt to help focus Canadian salmon marketing activities. It provides market-specific information for most major salmon importing countries, and other markets with good potential for Canadian salmon exporters. Those countries, where prospects for Canadian sales were considered to be more limited or negligible (e.g. Norway, Chile and much of Latin America and Africa), have been excluded. Information contained in the Survey is intended for use by individual firms, associations or consortia to develop and plan marketing initiatives for salmon products worldwide. The Survey should help in identifying priority export markets and in targeting the distribution of promotional materials to foreign audiences.

Canadian Trade Offices are well positioned to assist Canadian exporters and coordinate export promotion activities in markets of interest, in concert with Canadian industry. Canadian salmon exporters are encouraged to contact individual Trade Offices for information or guidance on commercial practices in individual countries or regional markets.

As also noted above, this Survey is intended to act as a vehicle for dialogue, not the end, but more the beginning of a process. Included with the Survey is a **SALMON MARKETING CHECKLIST** which individual firms, associations and others interested in enhancing the export performance of the Canadian salmon industry are encouraged to complete and return in the self addressed envelope provided. Completion of the checklist represents an opportunity to contribute to the basic information base by signalling particular interests and perspectives which will be factored into the development of export marketing strategies for salmon and salmon products. Responses will be tabulated and the aggregated data shared with industry, the Provinces and all Canadian trade offices.

We would be interested in any comments you may have concerning the Survey or the enclosed Checklist. We can be contacted by writing to the Agri-Food, Fisheries and Resources Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2, by fax at (613) 943-1103 or by telephone at (613) 995-1712.

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