

In 1992, the top 10 Canadian export markets were (in million of dollars)

• USA	434.6	
• Japan	153.1	
• Mexico	30.6	
• Cuba	13.3	
• Russia	6.9	
• Australia	6.3	
• Hong Kong	4.2	
• Poland	4.0	
• Hungary	2.7	
• France	1.8	
TOTAL	\$665	million

In comparison, Canadian exports in 1991 amounted to \$595.1 million and were shipped to 54 different countries. Canadian exports continue to rely on the U.S. market, although there has been expansion to overseas markets. The share of the U.S. market in the Canadian total pork export sales has decreased from 75% in 1991 to 65% in 1992.

3. CANADIAN COMPETITIVE STRENGTHS

Canada has developed its high quality pork over a long period of time. The leanness and wholesomeness of the Canadian product is desired in many markets and should give Canada a definite edge over many of its competitors.

Canada can assure reliability of supply which is of concern to any importer. A steady supply and assurance of quality that comes from acknowledged testing especially in food products is paramount and an invaluable asset.

Canadian systems and methods are effective and well respected for breeding, selling, indexing (grading), inspecting, residue testing and technological focus. Canada has excellent disease control.

The proximity to and familiarization with the major US market and the potential of Mexico as a NAFTA partner are definite assets. Canada has extensive experience in exporting, in handling shipments, and understanding and meeting the needs of the foreign buyer and markets.

In terms of price Canada is competitive in most situations, except perhaps where fresh pork is required in distant countries and even then in cases such as the Asia Pacific market we are more competitive than European competition.