

The report also stated the reactions of *Seafood Supply Company*, the sole supplier to *Tom Thumb* stores, and are listed below.

A. Products

- Canadian quality is excellent in all product lines supplied.
- As far as salmon is concerned, the chef's creations at the receptions have finally proved that Canadian salmon is as good as any alternative. Paul Clark said "You have destroyed the Norwegian myth".

B. Market Development

- Spin-off from the retail promotion into the foodservices sector is already evident: Hyatt Hotels in Dallas have agreed to switch to Canadian product; Fairmont Hotels nationwide have indicated a willingness to switch.

C. Promotion

- Enthusiastic about all aspects and its positive effects on their company.
- Feels media coverage could have been more complete.
- Looks forward to participating in another *Taste of Canada* promotion.

Initiatives for salmon products in the Dallas/Fort Worth area can build on the valuable information highlighted from the promotion held last Spring. The Canadian Trade Commissioner Service offers a matrix of services and marketing assistance in planning and executing salmon promotional endeavours. The above referenced report provided four main conclusions drawn from the promotion. The conclusions offer important marketing considerations for any future salmon marketing promotions.

- A.** Dallas appears to be a high growth potential market for Canadian salmon; the ability to increase consumption four-fold during a two-week promotion suggests low penetration with excellent upside opportunities.
- B.** With respect to other species, sales were encouraging in drawing attention to Canadian products, but less dramatically than the salmon.
- C.** Convincing Dallas consumers to purchase Canadian seafood has just begun; the door is more open than before, but it will require continued efforts to keep it open. Retailers and consumers have short memories and need frequent reinforcement to continue a high level of interest.
- D.** Some may think the Norwegian myth has been destroyed in Dallas. More likely, it has only been sent into remission, and will need ongoing effort to keep it in its place.