

INCOMING US SEAFOOD BUYERS' MISSION
Atlantic Canada – September 20-23, 2010

Agriculture and Agri-Food Canada, in partnership with the Consulates General of Canada in Detroit and Seattle, is organizing an incoming Seafood Buyers' Mission to Atlantic Canada with buyers from Kentucky, Ohio and Washington (profiles attached). This US Seafood Buyers' Mission will be divided in two parts – the buyers from Kentucky and Ohio will visit Prince Edward Island and Nova Scotia; the buyers from Washington State will visit New Brunswick and Newfoundland and Labrador. **All Atlantic Canada seafood processors are invited to register to participate in meetings with all buyers.** Times and locations where you can meet each buyer are listed below – exact addresses will be confirmed when you are sent your meeting schedules.

To participate in the one-on-one meetings, registrants must: (1) be seafood processors, experienced in exporting to and/or export ready for the US market; (2) have the necessary supply capacity to meet market demands; and (3) be registered in Virtual Trade Commissioner (VTC) (www.tradecommissioner.gc.ca) – a free, on-line service designed to provide information about your company and products to Trade Commissioners in your markets of interest around the world. In addition, because a sustainable fish and seafood sector has become increasingly important, seafood suppliers should come to their meetings prepared to discuss various aspects of sustainability, including certifications as well as practices put in place by their fishery to address current concerns.

Please check off both your preferred meeting locations and the buyers you wish to meet:

Seafood Buyers from States of Kentucky and Ohio:

Meeting Locations:

- Monday, September 20, 2010** (morning), **Charlottetown, PEI** **OR**
- Wednesday, September 22, 2010** (morning), **Halifax, NS**

Kentucky and Ohio Seafood Buyers:

- Louisville, Kentucky – John Egerton, Bluefin Seafoods Corp.**
- Cleveland, Ohio – David Just, Blue Ribbon Meats Inc.**

Seafood Buyers from State of Washington:

Meeting Locations:

- Tuesday, September 21, 2010** (morning), **Moncton, NB** **OR**
- Thursday, September 23, 2010** (morning), **St. John's, NL**

Washington Seafood Buyers:

- Issaquah (Seattle), Washington – Bill Mardon and Lyle French, Costco Wholesale**

If you are interested in participating in any of these buyer meetings, please complete the attached Registration Form, and indicate (above) the buyers you wish to meet and your preferred meeting location for each buyer. You are requested to fill out the Registration Form completely as the information you provide will be used to create your company profile for presentation to the buyers. Please return your Registration Form to Diane Farquharson, Agriculture and Agri-Food Canada, fax 902-566-7316, **AS SOON AS POSSIBLE BUT NO LATER THAN FRIDAY, AUGUST 13, 2010. The Program for the US Seafood Buyers' Mission will be developed based on registrations received by 4:00 p.m. on August 13, 2010, so it is very important that you meet this deadline.**



REGISTRATION FORM
INCOMING US SEAFOOD BUYERS' MISSION

Company Name: _____

Contact(s): _____

Title(s): _____

Address: _____

Telephone: _____ Cell: _____ Fax: _____

E-mail: _____ Website: _____

Year Established: _____ Number of Employees: _____ Annual Sales: _____

Brand Name(s) (Please indicate if Registered (®) or ™): _____

Product Description(s): _____

Supply Capacity: _____

Export Experience:

<u>Currently exporting to</u>	<u>No. of Years</u>	<u>Currently exporting to</u>	<u>No. of Years</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Is your company registered in Virtual Trade Commissioner (VTC)? Yes No

Preferred meeting time: _____

Incoming seafood buyers and meeting locations are listed on the previous page. Please check off the buyers you wish to meet as well as your preferred meeting location for each buyer and include that page with your Registration Form.

Please return the completed Registration Form (2 pages) **AS SOON AS POSSIBLE BUT NO LATER THAN FRIDAY, AUGUST 13, 2010**, to:
Diane Farquharson, Agriculture and Agri-Food Canada, fax 902-566-7316.