



Selling the Sports Fishery

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A major outfitting company in Labrador is pushing the province's sports fishery in Germany. Germany has a population of 81-million people and the owner-operator of Igloo Lake Lodge, Jim Burton, says many people in that country, and all of Europe for that matter, look at Newfoundland and Labrador favorably as it offers trophy remote fishing, and it's the closest North American landmass to Europe. Burton is in Augsburg, Germany promoting sports fishing in Labrador, as there seems to be a growing awareness in Europe about the great outdoors in this province. Burton is encouraged with the interest being shown in salmon fishing and other sporting

activities in Newfoundland and Labrador.



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