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### Outfitters set sight on European Markets

Wednesday, January 30 2013

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Fishing and Hunting trips in Newfoundland and Labrador are being marketed in Europe this week. VOCM's Terry Hart reports.

Some 70-thousand visitors and exhibitors from over 30 countries are taking in the hunting and sports show in Dortmund, Germany. Jim Burton, owner-operator for Labrador's Flowers River Lodge and Igloo Lake Lodge, is showcasing his operations at the show, which is one of Europe's largest sporting events.

He noted that the show has close to 12 acres of indoor space offering a shopping paradise for hunters, anglers, and nature lovers. This is Burton's second trip to Germany profiling his fishind lodges and he is impressed with the amount of interest for trophy Atlantic salmon, Arctic Char, and brook trout.

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