

Owing to its proximity to Canada and similarities in lifestyles, tastes etc., the Seattle market represents an opportunity for Canadian exporters out of proportion to its population and economic strength. In addition, a high per capita income fosters an enthusiasm for imported, gourmet and convenience food products. While a large volume of seafood is harvested in the Pacific Northwest, there still exists pocket opportunities in this market for Canadian exporters, as the total market consumes over \$325 million worth of seafood annually.

The Pacific Northwest is directly responsible for over \$200 million of seafood imports (Canada supplies approximately 50 percent), although there may be imported consumption which goes unreported. Unlike other regions of the U.S., where there are significant volumes of dried or salted fish consumed, this is primarily a market for fresh, or fresh frozen seafood. A significant amount of smoked product is consumed within the district, however, there is an abundant supply of smoked product from a number of local smokers. Canadian producers have found the Pacific Northwest a good market for farmed salmon, shrimp, scallops, lobster and mussels. Product distribution is largely transacted through processors with wholesale operations, brokers (mostly for canned product) and wholesalers.

Despite the large volume of seafoods landed in this region, there are large quantities of specific seafoods still imported into the area. For example, there is \$17 million in halibut (virtually all from Canada) and over \$40 million in salmon (\$38 million pounds of farmed king from Canada) imported into the Seattle customs district each year. There are large amounts of shrimp, prawns, crab, lobster and tuna; and lesser amounts of sole, trout, cod, scallops, mussels, sardines, dogfish and octopus imported. Canadian producers have found and will continue to find this a good market for farmed salmon, shrimp, scallops, lobster and mussels.

The Denver metropolitan area has a lively restaurant/foodservice sector and is an important tourism destination. Strong demand exists for freshwater species (especially pickerel), salmon, cod, orange roughy, pollock, catfish, swordfish, shrimp, crab, clams, scallops and lobster.

MIDWEST

Chicago alone, the 3rd largest U.S. city with a population exceeding 7.2 million, is considered the largest, most ethnically diverse area in the Midwest. Seven of the top 50 American foodservice distributors are located here, and these companies collectively rang up sales of approximately 5 billion. Chicago constantly reaps the profits from its impressive hospitality industry which services the 3.3 million people attending any one of the 1,100 conventions, 150 trade shows, or the 25,000 corporate meetings.

In addition to offering substantial marketing opportunities, Chicago is positioned well for offering great promotional venues. Two extremely important international food shows take place in Chicago annually. Held back to back in the month of May, are the Food Marketing Institute Show (FMI) and the National Restaurant Show (NRA), both of which enjoy the status of being the biggest and best in their respected industries. Chicago offers a favourable market for introducing cost-competitive products especially those emphasizing quality, convenience, and "healthy" ingredients. The region's receptiveness to new products is further supported by Chicago's importance as a major distribution centre and its worldwide access via rail, truck, air and water.