

In response to the question of the effect on their purchasing policy of a Free Trade Agreement between Canada and the United States, two-fifths of U.S. importers contacted reported that they would certainly increase their purchases from Canada. Close to half of the respondents, however, felt that the Agreement would not have any effect, while the remainder had not considered the impact of such an agreement. Current barriers to sourcing from Canada were stated as import duties and direct competition in Canada. While 96.3% of the respondents are interested, in general, in hearing from Canadian companies about available products, three U.S. importers are currently seeking sources of supply for specific products. These firms are:

- **Gourmet France** for baking products in general;
- **Schaffer Clarke** for baking products;
- **Skandia Foods** for specialty biscuits and crackers.

More information on these companies is found in Appendix 1, and a listing of U.S. importers who are interested in Canadian sources of supply of bakery products in general is found in Appendix 2.

## **SURVEY OF U.S. ASSOCIATIONS**

U.S. industry associations were contacted in order to supplement information provided by individual importers and to provide an industry perspective on trade in the bakery products industry. The industry associations contacted and their mandates are as follows:

- **American Institute of Baking (AIB)** is a non-profit organization geared to nutrition and food research. They also serve as a source of information for food research and sanitation;
- **Cookie and Snack Bakers Association (CSBA)** which is an umbrella organization for smaller bakeries.

The associations were interviewed to provide the following information:

- market trends for the bakery products industry;
- the effect of the devaluation of the U.S. dollar on U.S. trade in bakery products;
- major industry trade fairs;