

While 85% of the respondents are interested, in general, in hearing from Canadian companies about available products, two U.S. importers are currently seeking sources of supply for specific products. These firms are:

- J.D. Swearingen Equipment is seeking sources of supply for replacement parts for ploughs.
- Southwest Distributing Co. would like to hear from any Canadian suppliers of blades for tractors.

More information on these companies is found in Appendix 1 and a listing of U.S. importers who are interested, in general, in Canadian sources of supply of agricultural machinery 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 agricultural machinery industry. The associations contacted and their mandates are as follows:

- Farm Equipment Manufacturers Association assists specialized manufacturers in marketing efforts and distributes information to associate members.
- Farm and Industrial Equipment Institute acts as an association of major farm machinery manufacturers.
- Farmstead Equipment Association is a national association which represents the concerns of the barn and materials handling equipment manufacturers.

We obtained the following information from our interviews with these associations:

- market trends and forecasts for the industry
- the effect of the devalued dollar on trade in agricultural machinery in the United States.
- information regarding major industry trade shows
- information regarding major industry publications