

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAN JOSE

Market: COSTA RICA

Sector : AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Sub-Sector: FEED, FERTILIZER &amp; VET PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	265.00 \$M	280.00 \$M	290.00 \$M	300.00 \$M
Canadian Exports	18.00 \$M	20.00 \$M	22.00 \$M	25.00 \$M
Canadian Share of Market	6.70 %	7.10 %	7.50 %	8.30 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	40.00 %
GERMANY WEST	25.00 %
COSTA RICA	10.00 %

Current Status of Canadian  
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. Veterinary Products
2. Seeds and Special crops
3. Genetic material
4. Chemicals
5. Semi processed and processed foods
6. Consulting Services

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Provincial export promotion
- Canada is one of few sources of supply
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

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