

Geographically, the United States can be separated into four main regional components: the *West*; the *Midwest*; the *South*; and the *Northeast*. Although this list is not exhaustive, the boundary states which comprise the regions are:

1. *West* New Mexico, Utah, Idaho, Wyoming, Nevada, Colorado, Montana, Washington, Oregon, California, Hawaii, Alaska, and Arizona.
2. *Midwest* North Dakota, South Dakota, Kansas, Ohio, Indiana, Missouri, Iowa, Illinois, Michigan, Wisconsin, Nebraska, and Minnesota;
3. *South* Texas, Oklahoma, Louisiana, Florida, Puerto Rico, DC, Delaware, Maryland, South Carolina, Georgia, Virginia, Kentucky, and Arkansas;
4. *Northeast* Pennsylvania, New York, Maine, New Hampshire, Rhode Island, Connecticut, Vermont, Massachusetts, and New Jersey.

WEST

Southern California, Arizona, and Nevada are all among the fastest growing areas in the United States, and the total territory represents a population equal to two-thirds that of Canada. The territory's gross product equals approximately 75 percent of Canada's, and Los Angeles is the second largest metropolitan areas in the United States. The Greater Los Angeles area is ranked number one in the United States with food store sales in excess of \$12 billion annually. Drastic population increase is especially evident in the cities of Las Vegas, Henderson, Boulder, Laughlin, and Mesquite (Clark County, Nevada) where the county population has 50 percent more people now than it did in 1980, and is expected to double by the year 2000.

In Northern California, the city of San Francisco is the fourth largest restaurant market in the United States, and the Bay Area attracts over 12 million tourists annually, each of whom spends an average of \$275 on food and beverages. There is increased interest in and opportunities for value-added (processed) fish and fish products, both for foodservice/institutional and retail sales in Northern California. Northern California consumers are typically affluent, sophisticated and educated, with a growing concern for nutrition and health foods, and a corresponding desire to increase their fish consumption. Serious Canadian value-added and specialty seafoods exporters should consider Northern California as a primary market goal, but to successfully compete they must first have a quality product, the right packaging and graphics, adequate production capability and a well-conceived marketing program. Market opportunities are considerable in all segments of the industry, with a multitude of factors affecting the public's buying habits. There is great interest in nutrition, cholesterol and health and this has helped change eating patterns. Sales of poultry and fish have increased as consumption of red meat has decreased. The trend is discernable in both retail and foodservice, as the two-income lifestyle has brought about increased markets for prepared value-added seafood, processed and semi-processed. And gourmet, ethnic, and natural foods all are popular with this market's sophisticated consumer who is willing to try new and exotic foods.