

- not available in the United States (76.7% of respondents);
- superior quality (23.3% of respondents);
- supplementary supply for domestic sources (10% of respondents);
- lower prices (6.7% of respondents).

The majority of importers purchase throughout the year with only 10% of the respondents purchasing seasonally.

The overwhelming majority (93.3%) of the respondents reported that the devaluation of the U.S. dollar against many currencies had increased the cost of their imports and many expressed interest in learning more about Canadian products as possible alternative sources of supply. More than half had used Canadian sources of supply and the majority of these were satisfied with Canadian suppliers. A few of those who had never tried Canadian products expressed a lack of interest in hearing more about Canadian companies and the products available. The reasons given for their lack of interest were:

- the imported product was not available in Canada;
- Canadian products were expensive;
- Canada lacked appropriate product knowledge.

The majority of U.S. importers responding to the survey were interested in receiving product listings and prices in the mail from the Canadian firm (92.6%). A large proportion also obtain information from trade fairs (81.5%), while more than half would welcome direct contact by the Canadian manufacturer. They were less enthusiastic about contacts by distributors and representatives or by visiting the Canadian firm themselves. The most popular trade fairs were the "Fancy Food Shows" in the United States and Canada and the "National Food Distributors Association Fair" in the United States. Industry publications were also found to be popular sources of information on products and sources of supply. The major publications read are *Specialty Food Magazine* and *Fancy Food Magazine*. These and other major U.S. industry publications are listed in Appendix 8.