

another, seem to lend themselves to a direct contact by Canadian processors, and were automatically eliminated.

Still others were impossible to contact by phone (or failed to return calls as promised) and therefore had to be removed from the list as well.

The remaining firms (those who expressed both a willingness to be interviewed and an interest in having direct contact with Canadian seafood processors) are shown in the following.

The list is presented in alphabetical order rather than making an attempt to categorize the customers by "function". The reason for this is simply that many frozen seafood buyers in the U.S. are involved in more than one "function." E.g., wholesaler / distributor / exporter / etc.

Where the respondent was willing to provide approximate U.S. dollar purchases of seafood, it has been included. Where no volume estimate is given, the account is included in the list only because, in the opinion of the contractor, the volume levels are "significant."

Interviewing for this study spanned the months of February and March, 1987. As in all businesses, the foodservice business in the U.S. is in constant transition. The only