

Nearly all of the respondents interviewed (95.3%) reported that the devaluation of the U.S. dollar against many currencies had increased the cost of their imports, and most of those that had not tried Canadian products were interested in receiving more information about them. While somewhat less than half had used Canadian sources of supply, the majority of those were satisfied with Canadian suppliers. Only a small number of those who had never tried Canadian products expressed a lack of interest in hearing more about Canadian companies and the products available. The following reasons were given for their lack of interest:

- the purchasing decision is made through its parent company
- the company is satisfied with their current suppliers
- the imported product is not available in Canada
- the Canadian company is a direct competitor.

The overwhelming majority of U.S. importers responding to the survey were interested in receiving product listings and prices in the mail from Canadian firms, and many indicated a preference for viewing the products and gathering information on Canadian companies at trade shows. Less than a third of the respondents expressed an interest in contacting the Canadian firm directly.

Information provided by the manufacturer (as compared to other sources of information) was reported as the most frequently used in the purchasing decision. Industry publications were also found to be popular sources of information on products and sources of supply. The major publications read are *Farm Equipment Showcase*, *Purchasing Order* and *Business Week*. The most popular trade fairs were said to be the "3 I Show in Kansas", Canadian farm shows, e.g., the "Western Canada Farm Progress Show" in Regina, "SIMA" in France and the "National Mechanic Show" in Louisville.

In response to the question of the effect on their purchasing policy of a Free Trade Agreement between Canada and the United States, over a third of U.S. importers contacted reported that they would most likely increase their purchases from Canada. Approximately 18% of the respondents had not considered the impact of such an agreement, while 42% did not expect the Agreement to have any effect.