

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: SEMI & PROCESSED FOOD & DRINK

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	49200.00 \$M	50420.00 \$M	50500.00 \$M	50580.00
Canadian Exports	315.00 \$M	322.00 \$M	330.00 \$M	336.00
Canadian Share of Market	0.64 %	0.64 %	0.65 %	0.66

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	95.00 %
BRAZIL	0.50 %
FRANCE	0.40 %
AUSTRALIA	0.30 %
UNITED KINGDOM	0.30 %

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

Products/services for which there are good market prospects:

1. MEAT AND PRODUCTS
2. PRESERVED FRUITS
3. BAKERY PRODUCTS

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
- Trade Fair activity
- Provincial export promotion
- CIDA programs
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada