

State Percentages of U.S. Totals

State	Population	Manufacturers	Retail Sales
Massachusetts	2.77	3.60	2.70
Rhode Island	.47	.81	.45
New Hampshire	.35	.40	.36
Maine	.48	.45	.45
Vermont	.22	.22	.22
Connecticut	1.49	1.86	1.59

All Businesses in New England SMAs*

Rank	Metropolitan Marketing Areas	Businesses
6	Boston/Lawrence/Salem/Lowell/Brockton, MA	131,000
57	Providence/Pawtucket/Woonsocket, RI	30,000
70	Worcester/Fitchburg/Leominster, MA	20,000
82	Springfield, MA	18,000
91	New Bedford/Fall River/Attleboro, MA	13,000
137	Portsmouth/Dover/Rochester, NH	9,000
139	Manchester/Nashua, NH	10,000

* Excludes Connecticut. *Source:* Dun & Bradstreet

This is not to suggest that the New England states do not offer a good potential market for most Canadian environmental products and services. It will depend, however, on many variables, such as the product or service being offered, its competitiveness with similar products produced or services marketed in New England, price, the markets or audiences being targeted (i.e. consumers, specific industry groups, size of companies, etc.) and methods of distribution to be employed (distributors, dealers, manufacturers reps, etc.).

New England has lost hundreds of thousands of manufacturing jobs since 1988 due to lay offs, corporate downsizing, the recession and the relocation of manufacturing plants and to southern U.S. and foreign locations. This trend will continue. Smaller, high technology businesses and information services companies, most with less need for environmental products and services in general, will replace many of the traditional manufacturing companies that have left in New England. Newer companies that do require environmental products and services will stress advanced compliance with local, state and federal regulations and the avoidance of environmental penalties, community problems and the like as the businesses are started and as they grow, rather than the remediation or environmental "retrofitting" forced on older New England manufacturing industries.

Due to New England's projected population growth of approximately 7% to 10.6 million by the year 2000 and the already high existing level of environmental consciousness by New Englanders in general, there will continue to be a good market for selective consumer EPS, especially those focussing on recycling, air and water pollution reduction, "all natural" or "environmentally safe" chemicals, paints, solvents, fertilizers, pesticides, building products, air filters, detergents, and other consumable and durable goods.