

Telephone interviews were conducted with major importers and, when requested, questionnaires were mailed out.

It was recognized that there were a variety of reasons why, in certain situations, the rise in price of imported goods would not translate into significant opportunities for Canadians to export into the U.S. market. These included:

- Other attributes of the commodity outweigh considerations of price, i.e., quality, design, etc.;
- The commodity is an input into a final product and the value of the input relative to the final product is minimal;
- A long-term supply relationship has been established between the U.S. purchaser and current exporters whereby the U.S. customer relies on the exporter's proven ability to respond quickly to needed changes;
- The U.S. purchaser is a captive customer of the parent company;
- The U.S. purchaser is restricted by licence from buying other suppliers' goods;
- Domestic sourcing is a viable option;
- The imported commodity is a luxury good with relatively non-price-sensitive demand.

Therefore, the questionnaire was also designed to determine the extent to which these and other factors may restrict the opportunities identified by the statistical analysis.

Following the importer survey, U.S. associations representing the industry were interviewed to obtain information on a sectoral basis. These associations provided information on:

- The market trends for the industry;
- The effect of the devaluation of the U.S. dollar on the industry;
- The potential effect of Free Trade on Canada-U.S. trade for the industry;
- Their opinion of the strengths and weaknesses of the Canadian industry.