

rapids - 55 units; Kroger, Livonia - regional office - 79 units; Spartan - buying group - Grand Rapids - 500 units.

Major Foodservice Distributors: Gordons, Grand Rapids - \$745 M; Miesel/Sysco, Canton - approx. \$400 M; The Sonneveldt, Grand Rapids - \$130 M; Caramagno, Detroit - \$40 M.

Major Restaurant Chains: Domino's Pizza, Ann Arbor - 5,336 units; Little Caesar's Pizza, Detroit - 3,173 units; Elias Brothers "Big Boy" - 1,021 units; A & W Restaurants, Livonia - 751 units.

Fish Wholesalers/Distributors: Northwest Foods, Detroit - \$26 M; Salasnek Fish, Detroit.

Indiana

Indiana is a state which is often overlooked as an export target due somewhat to its "low" profile. The state population, however, is approximately 5.5 million and the largest city, Indianapolis, the fastest growing city in North America, accounts for approximately 1.3 million. Statistics Canada reports fish, food and beverage exports to the state of Indiana of approximately \$15 million. Although a good portion of the northern state is serviced by strong distributors out of Chicago and Detroit, there are some important distributors and retail chains in the greater Indianapolis region. Indianapolis is centrally located in the state as well as in the mid-central U.S., and is accessible by many major interstate highways which makes it a fantastic distribution hub.

Major Distributors/Retailers in Indiana:

Major Supermarket Chains: Marsh Supermarkets, Yorktown - 246 units; Kroger, regional office - Indianapolis - 116 units; The Jay C Stores, Seymour - 24 units.

Major Foodservice Distributors: McFarling Foods, Indianapolis - \$50 M; Stanz Food Service Co., South Bend - \$40 M; Taurus Foods, Indianapolis - \$29 M; Sysco Food Services of Indianapolis, Inc.

Major Restaurant Chains: Consolidated Products, Inc., Indianapolis - "Steak N Shake" - 117 units; The Pizza King, Lafayette - 100 units; SunQuest Systems, Inc. Indianapolis - "Waffle House" etc. - 41 units.

Fish and Seafood

The recent reductions in the fisheries quota for both lake and ocean fish will affect both the supply and price of existing products distributed to this market. To counter the ill-effects of reductions, a concerted marketing effort to promote underutilized species of fish would be key to maintaining overall tonnage and to establishing new channels of distribution for these species.

Other opportunities are to work with the large chain restaurants to create or promote "theme meals". For example, Friday night lobster or crab dinners at a low price at family dining establishments; or to provide restaurants, suffering a shortage of kitchen labour, with pre-cooked, seasoned portions that are packaged to reduce preparation time.

Freshwater Fish

Freshwater fish is by far the largest volume sub-sector in this market, due primarily to consumer familiarity with these species of fish through physical proximity to the Great Lakes. Walleye, perch, bass and smelt are the most popular commercial species and are purchased in both the fresh and frozen state, whole or filleted. The most popular markets are restaurants at the food service level and supermarket fresh fish counters at the retail level. As well, fresh fish distributors sell a lot of product through the food markets.

Groundfish

In the groundfish sub-sector, cod, haddock, halibut and sole are the most popular species. Cod remains the dominant species in this segment as it allows for a low-cost portion to the end user and is still popular in many of the local "fish-n-chips" shops. Haddock and halibut provide for a more upscale menu item. All