

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BRIDGETOWN

Market: BARBADOS

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	125.00 \$M	130.00 \$M	132.00 \$M	130.00 \$M
Canadian Exports	12.50 \$M	12.30 \$M	12.25 \$M	12.25 \$M
Canadian Share of Market	10.00 %	9.50 %	9.30 %	9.40 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 30-60 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	33.00 %
UNITED KINGDOM	7.00 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. HORTICULTURE
2. SEMI & PROCESSED FOODS
3. MEAT & MEAT BY-PRODUCTS
4. FEED FERTILIZER & VET. PRODS.
5. BREEDING STOCK

Factors contributing to current successful Canadian exports:

- Import duties are moderate
- Aggressive marketing
- Fairs and Missions support
- Provincial export promotion
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive quotas
- Non-competitive pricing
- HIGH DEGREE OF PROT (TARIFFS & LICENSING) FOR REG PROD & MANU.