

We obtained the following information from our interviews with these associations:

- market trends and forecasts for the industry;
- the effect of the devalued U.S. dollar on trade in processed pork in the United States;
- information regarding major industry trade shows;
- information regarding major industry publications;
- the potential effect on the industry of the Canada-U.S. Free Trade Agreement;
- perceived strengths and weaknesses of the Canadian industry.

Interview Results

The associations' projections for industry growth are varied. The USMEF anticipates a positive industry outlook growth because of a recent agreement between Japan and the United States, while the other associations forecast no growth due to higher prices resulting from decreasing pork supplies and the uncertain impact of the lower value of the dollar.

Relatively uninformed about the Canada-U.S. Free Trade Agreement, the associations' speculations about the possible effects of such an agreement on trade between these two countries were vague. In addition, most associations perceive the Canadian industry as competitive with its U.S. counterpart. The NPPC, in particular, noted that Canadians offer good quality products.

The following trade fairs were listed as being the most important for these U.S. industry associations: "ANUGA", "FOODEX", "SIAL", "American Convention of Meat Processors", "National Barrow Show", "National Association of Animal Breeders", "Keystone International Livestock Exposition", and "World Pork Expo". Further information on these trade shows, together with names of relevant industry publications provided by the associations are listed in Appendix 15. It should be noted that several of these trade fairs relate only to livestock production.