

Table 1

Product	Number of Respondents	
	Importing each Product	Reporting Product as Major Import
Soda biscuits	4	0
Sweet biscuits	13	6
Bread, leavened	4	0
Sweet buns	1	0
Frozen pastry	3	0
Biscuits, plain and fancy (except infant foods)	25	10
Bakery products (except pre-cooked frozen)	8	5

Of the U.S. importers surveyed, the most popular imports of bakery products were plain and fancy biscuits. Table 2 illustrates the major exporting countries supplying the U.S. importers surveyed, the number of respondents supplied by each country and the overall level of satisfaction of the importers for their suppliers. A fuller presentation of these results for all countries supplying products to the respondents is provided in Appendix 7.

Table 2

Country of Origin	No. of Respondents Being Supplied	Average Level of Satisfaction (Max = 5.0)
England	11	4.0
West Germany	10	4.0
France	8	3.9
Denmark	6	4.5
Italy	5	4.0
Canada	5	4.6
Netherlands	5	4.2
Sweden	5	4.8

The results of the survey show that the majority of the respondents were satisfied with their suppliers while a few expressed dissatisfaction with late deliveries, communication and shipping difficulties and errors in filling orders. The reasons given for purchasing from current suppliers included: