

degree of dissatisfaction. The primary source of dissatisfaction reported was price. Sources of dissatisfaction with other supplier countries included inconsistent quality, delivery problems, inadequate packaging and transportation, poor communication, and excessive time lag for shipments.

Given that the majority of the respondents (65.1%) reported increasing costs for their imports due to the devaluation of the dollar, and as 38.2% believe that their purchases from Canada would increase in the event of a Free Trade Agreement with the U.S., there appears to exist significant potential for replacing fish and fish product imports from other developed countries with Canadian goods.

In order to provide more information for Canadian companies to explore this potential, the 35 respondents who expressed interest in Canadian suppliers were further interviewed to obtain information on how best to approach this market.

As an initial means of providing the importer with information about the Canadian supplier, respondents preferred to receive brochures in the mail or to have personal contact initiated by the Canadian firm. However, these sources are not necessarily the key ones used in making the purchasing decision. The interview results suggest that a wide variety of sources are used as inputs to the decision making process, with no single source being a key factor more than 40% of the time. Table 3, below, illustrates the sources used by U.S. importers and the average percentage of the time they serve as a key factor in the purchasing decision.

Table 3

Source	%
Information provided by the manufacturer	37.2
Market research studies (independent or in-house)	20.9
Parent company, affiliates, subsidiaries, etc.	18.6
Recommendation from personal contacts	18.6
Information obtained during trade fairs	16.3
Information supplied by distributors	14.0
Articles or advertising in industry publications	14.0

As trade fairs and industry publications are factors which are taken into consideration when making purchasing decisions, any Canadian firm wishing to pursue opportunities might consider using