

Although itself a major agricultural supplier, there are Canadian products being exported to this region, among them seed, apples, potatoes, livestock, livestock feed, oil seed, canola, oil kernels and nursery products.

### Fish and Seafood

There are approximately 30 seafood wholesalers in the Cleveland area and many purchase Canadian seafood products. Purchases are primarily Canadian salmon, some Atlantic cod, rope-grown mussels and shellfish, primarily lobster. The trend in seafood consumption in the Cleveland area is fairly high and remains consistent. To date, most of the seafood entering the Cleveland area has been purchased through Boston and Detroit. However, local wholesalers have requested more information on Canadian seafood products and have shown an interest in future direct purchases from Canadian seafood exporters. Despite the fact that this region is not a major distribution centre for seafood, Canadian companies have made excellent strides in penetrating the market. Preferred products include wild and farmed salmon, lobster, tuna, pollock, clams, rope-grown mussels, scallops, trout, Atlantic char and snow crab.

### Major Distributors in the Region

In the Consulate territory there are a number of grocery companies with in-market distribution centres that sustain a more than 10 percent share of total food sales:

Riser Foods and First National control 75 percent of the Cleveland area market.

### Total Market Share

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First National	12.00		
Fleming	10.52		
Riser Foods	16.86		
Peter J. Schmidt	11.73		
Tamarkin	10.00		
Kroger	30.00	30.00	32.99
Winn-Dixie		19.87	
Chaney Brothers	21.04		
OK Grocery	20.61		
Penn Traffic	11.84		
Wetterau	23.21		

For further general information about the region or specific information regarding agents, brokers and distributors please contact:

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### Detroit

The Detroit post territory for trade promotion encompasses Michigan, Indiana and Toledo, Ohio. Within this region reside 15 million people, generating in excess of \$260 billion in Gross State Product in a broad range of industrial, agricultural and service sectors. The population is concentrated in four urban areas centred on Detroit/S.E. Michigan, Indianapolis, Toledo and Grand Rapids, Michigan.

Michigan remains a preferred export target (primarily due to proximity) for the large manufacturing base of southwestern Ontario. Statistics Canada reports fish, food and beverage exports to the state of Michigan of approximately \$200 million for the year 1990. The population of Michigan is about 9.3 million with the greater Detroit market accounting for 3.5 million.

The region presents good opportunities for value-added prepared foods, alternate fish sources, convenient/portion packaged products and, of course, competitively priced goods. Traditionally, this state's buyer network is made more accessible by using food brokers who are generally very receptive and eager to represent Canadian product lines.

### Major Distributors/Retailers in Michigan

Major Supermarket Chains: A & P, Detroit - regional office - 194 units; Meijer, Inc., Grand