

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 011 ANIMAL, POULTRY BREEDING STOCK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	7900.00M	\$ 7800.00M	\$ 7954.00M	\$ 8145.00M
Canadian Exports \$	18.00M	\$ 16.00M	\$ 13.00M	\$ 10.00M
Canadian Share of Import Market	0.22%	0.20%	0.16%	0.12%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

99 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports

i) DAIRY BREEDING STOCK

In Canadian \$

ii) HOGS

\$ 4.00 M

\$ 3.00 M

The Trade Office reports that the following factors influence Canadian
export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector
(sub-sector) in this market is lower than optimum mainly because of:

- non-tariff protectionist measures which are difficult to overcome

Some Canadian exporters to this market in this sector(sub-sector)
have enjoyed success previously as a result of a variety of
factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade fairs