

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BUFFALO

Market: UNITED STATES OF AMERICA

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: SEMI & PROCESSED FOOD & DRINK

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	10000.00 \$M	10200.00 \$M	10500.00 \$M	10700.00 \$M
Canadian Exports	484.00 \$M	572.00 \$M	630.00 \$M	650.00 \$M
Canadian Share of Market	4.80 %	5.60 %	8.00 %	6.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	80.00 %
UNITED KINGDOM	3.00 %
FRANCE	2.00 %
GERMANY WEST	1.00 %

Current Status of Canadian
exports in this sector/subsector: well established and growing

Products/services for which there are good market prospects:

1. MEAT
2. FISH
3. BEER
4. FRESH PRODUCE
5. FOOD SERVICE PRODUCTS

Factors contributing to current successful Canadian exports:

- Import duties are moderate
- Import duties are low
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada
- Competitive Canadian financing
- willingness of exporters to invest/joint venture in territory
- CLOSE PROXIMITY TO BORDER
- AND UPSTATE NEW YORK
- MARKET.