

IV - MARKET STUDY

SURVEY OF U.S. IMPORTERS

The U.S. importers of bakery products interviewed were selected from a variety of sources, including the report provided by the *Journal of Commerce Piers Port Import/Export Reporting Service*. This report contained three months' of 1987 shipping data and ranked importers from major developed countries by volume of imports. This list was supplemented by information provided by External Affairs' posts in the United States and by lists from trade associations and numerous industry publications.

As noted earlier, this series of reports on Canadian export opportunities in the United States covers approximately 80 product sectors. When the final reports are completed, over 4,000 interviews will have been carried out with U.S. companies. The number of interviews conducted for each sector varies from 30 to over 100 and is dependent on the level of concentration in the industry and the diversity of products within each sector. For this report on bakery products, 30 questionnaires were completed.

Interview Results

For the 30 respondents interviewed, Table 1, below, illustrates the number of respondents importing each product under consideration and the number of respondents that consider that product a major import.