

current needs and what the processor has to offer. From there, it should be simply a matter of negotiating price, quality, delivery, terms, etc. However, it is important not to overlook the fact that many of these customers may well, from time to time, be interested in product other than that indicated in their summary data. Some products of lower volume potential may not have surfaced during the telephone interviews and, in fact, some respondents may have inadvertently excluded certain products or packs from their initial response to the survey.

Products such as canned and cured seafood items and several minor species were not covered in the questionnaire itself. For this reason, it is probably wise for each individual processor to talk not only to those who are already buying the products which he offers, but to talk from time to time from those who do not list his products among their current purchases.

In almost all instances, the firms listed in the following summary have expressed a high level of interest in hearing from Canadian processors about their product offerings. Obviously, changes in the market condition could alter the degree of their enthusiasm for such contacts. It is therefore strongly urged that each processor attempt to contact a cross-section of the firms in the attached summary immediately after receiving this information. Once the initial contact has been made and a dialogue opened up with the customer, it will be easy to continue this communication regardless of market condition.

Where comments are shown on the summaries, they are an attempt to quote verbatim the statements of the respondent at the time the interview was conducted. In many instances, these comments can provide a valuable "leadin" to a specific sales presentation.

In short, it is recommended that the attached data be utilized at the earliest possible moment and that the information contained on each customer summary sheet be updated with each contact in order that each individual Canadian processor may have a constantly up-to-date list of potential U.S. direct-buying U.S. foodservice customers at all times.