

## Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: LATIN AMERICA-CARIBBEAN

Mission: 657 KINGSTON

Market: 257 JAMAICA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	105.00M	\$ 100.00M	\$ 106.80M	\$ 117.70M
Canadian Exports \$	4.20M	\$ 3.70M	\$ 3.50M	\$ 2.50M
Canadian Share of Import Market	4.00%	3.70%	3.30%	2.10%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	072 %
ii) 051 UNITED KINGDOM	004 %
iii) 354 NETHERLANDS	002 %
iv) 265 JAPAN	002 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 5-15 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

i) PORTION CONTROL FOODS	In Canadian \$	\$ 3.50 M
ii) PROCESSED FOODS FOR LOCAL REPACKAGING	\$	4.00 M

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

- the degree of import duty protection of local industry tends to be moderate

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 competitive pricing
- high tariffs