

Export and Investment Promotion Planning System

88/89 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: 014 MEATS & MEAT BY-PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	2500.00M	\$ 2500.00M	\$ 2400.00M	\$ 2400.00M
Canadian Exports \$	25.00M	\$ 25.00M	\$ 25.00M	\$ 25.00M
Canadian Share of Import Market	0.10%	0.10%	0.10%	0.10%

Major Competing Countries

Market Share

i) 112 FRANCE	095 %
ii) 093 DENMARK	005 %

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

Current status of Canadian exports:

Products/services for which there are good market prospects

Current Total Imports In Canadian \$
i) GOURMET/SPECIALTY \$ 0.00 M
ii) PATES \$ 0.00 M

- i) GOURMET/SPECIALTY
- ii) PATES

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

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

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

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
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market