

marketing areas were responsible for approximately \$165.5 billion of this total, showing a 7 percent growth rate in real terms between 1978 and 1980. As can be seen from this table, the selected marketing areas contributed 94.2 percent of the total value-added by manufacturing in the State during 1978 and that 95 percent of all new capital invested in manufacturing is spent in the selected marketing areas. Table 3.4 also shows that in 1977 the marketing areas contributed 93 percent of the State's manufacturing establishments and employed 90 percent of the State's workforce who were employed in value-added manufacturing. (1977 figures, showing manufacturing establishments, were the latest figures available and have been used together with the 1978 value of manufacturing figures).

Table 3.4(1) shows in some detail the comparative strength and location of selected industries in the State and shows which industries represent prospective customers for Canadian packaging machinery and systems. Machinery manufacturers will find the table particularly useful in planning sales visits to the marketing areas and as a basis guide to California's varied industries. Due to certain peculiarities of the Census Bureau's data gathering process, some industries are not mentioned in the Annual Survey of Manufactures and in the Census of Manufactures, which formed the basis for the information contained in the table. For example, substantial industries such as the wine and seafood industries were not mentioned. In these cases, we used our local market knowledge to obtain a picture of these industries and their most important production locations.