

I - STUDY OBJECTIVES

This report is part of a larger study commissioned by the U.S. Trade Development Bureau of the Department of External Affairs. The study was designed to provide a preliminary indication of Canadian export opportunities in approximately 80 manufacturing sectors that may now exist as a result of the rising cost of offshore imports. Accordingly, the study identified the major products imported into the United States from developed countries, explored the effect that the devaluation of the U.S. currency has had on the price of these imports, and indicated which of these products might provide Canadian suppliers with opportunities for exporting their products into the United States. The study also identified some initial export leads for Canadian manufacturers and examined the U.S. importers' perceptions of the impact of a Free Trade Agreement between Canada and the United States on their purchases of Canadian products.

To assist Canadian fish processors to explore export opportunities in the U.S., this report also contains the results of a major market study undertaken by the Fisheries and Fish Products Division of the Department of External Affairs to identify and characterize a large number of U.S. food service purchasers of frozen fish and seafood products who are interested in making direct contact with Canadian processors and in buying seafood on a direct basis. A full listing of the U.S. buyers identified during this study is contained in Volume 2 and contains, for each company listed, its address, telephone number, contact name and products purchased. To increase the effective use of this information, the companies have been indexed by product. The full study also contains additional information on warehouse location, willingness to buy processor label and other marketing information.