

recessionary trend is keeping meals at an average of less than US\$16 a person, the demand for lobster is expected to remain stable. The identity of Canadian lobster is limited here and is certainly overshadowed by the strong image of Maine lobster.

At the retail level, lobster is not perceived -- and is seldom merchandised -- as "affordable food". Because of the finite, seasonal supply of lobster and because of its high price, it is unlikely that mass appeal promotions would ever take place in the midwest. With the most popular sizes ranging from 1-1/2 lbs, present retail per capita consumption of lobster is no more than .01 lb.

For further general information about the region or specific information regarding agents, brokers and distributors please contact:

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Cleveland

Cleveland lies at the centre of the industrial and financial heartland of the United States. The trade territory administered by the Canadian Consulate encompasses Ohio, western Pennsylvania, Kentucky and West Virginia. This area, only one third the size of the province of Ontario, has a population of over 20 million, nearly the population of Canada. There are six primary distribution centres consisting of the metropolitan areas of Cleveland, Columbus and Cincinnati, Ohio; Pittsburgh, Pennsylvania; Charleston, West Virginia; and Louisville, Kentucky. Total bilateral trade between Canada and the territory totalled \$19.75 billion.

Cleveland, Columbus, Cincinnati, Dayton, Pittsburgh and Louisville are among the top 50 food markets in the United States according to a Grocery Marketing 1989 survey.

Area	Population	Foodstore Sales
Cleveland	4,593,650	\$6,511,414,000
Cincinnati (includes Louisville, Kentucky)	6,618,126	\$9,396,528,000
Pittsburgh	6,994,405	\$7,523,669,000

Many wholesale food companies such as Riser and Cardinal support hundreds of wholesale accounts in addition to their corporate accounts, such as nursing homes, restaurants, schools and other food service operations.

Super Food Services Inc., with a distribution centre servicing Southwest Ohio, Southeast Indiana and Kentucky has 290 stores and is planning a \$7 million refrigerated food facility expansion in Cincinnati.

Non-traditional food retailers in the region, like K-Mart, are increasing their food sales. As well, the national trend toward hypermarkets has been followed by Thriftway/Cubb/Biggs in this region. There is a growing market share for convenience and prepared foods with approximately 70 percent of consumers interviewed in a 1991 survey preferring those with high nutritional standards. Private labelling for store brands will be a major force in the marketplace. There are opportunities for Canadian firms that specialize in private labelling.

Canada exports a wide variety of products to this territory. These include fresh and frozen fish and shellfish (by direct or indirect shipment to seafood wholesalers), sparkling and flavoured waters, baked goods, jams and honey, dairy products, fresh, frozen and chilled meats, processed meats, fresh fruits, fresh, frozen and prepared vegetables, sugar and sugar preparations, milled cereals, whisky and beer. According to export statistics total Canadian exports of food, seafood, processed food and beverages are over \$87 million.