Export and Investment Promotion Planning System

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

Region: LATIN AMERICA-CARIBBEAN

Mission: 658 BRIDGETOWN

Market: 525 BARBADOS

Sector: 001 AGRI & FOOD PRODUCTS & 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) $	122.00M	$ 120.00M	$ 125.00M	$ 102.40M
Canadian Exports $	14.60M	$ 13.20M	$ 12.50M	$ 10.80M
Canadian Share of Import Market	12.00%	11.00%	10.00%	11.00%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	030 %
ii) 051 UNITED KINGDOM	010 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 $M

Current status of Canadian exports: Mature with little growth

Products/services for which there are good market prospects	Current Total Imports In Canadian $
i) MEAT & MEAT-BY PRODUCTS	$ 20.00 M
ii) SEMI & PROCESSED FOOD	$ 66.50 M
iii) HORTICULTURE	$ 9.50 M
iv) BREEDING STOCK	$ 2.25 M

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

- there are import restrictions which can present significant problems
- 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
- non-tariff protectionist measures which are difficult to overcome
- other factor(s) described by the Trade Office as follows:
  HIGH DEGREE OF PROTECTION (TARIFFS & LICENSING) FOR REGIONAL PRODUCERS AND MANUFACTURERS (CARICOM)