

item they used to be. Several domestic suppliers have been known to use sodium triphosphate to increase weight, but this does not seem to deter sales. According to one source, 20/30 count are in demand in this market, but the Canadian scallops are mostly smaller, 30/40 and 40/50 count. New Bedford scallops can currently be bought for US\$3.50-\$3.60 per lb delivered to New York City.

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

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Virtually all retailers in the Mid-Atlantic market have suffered flat sales as a result of the economic slump. Despite the lowest price inflation in 15 years, many retailers also struggled to keep market share. In the area's largest market, Baltimore-Washington, usually thought to be recession-proof, the effects of the recession plagued many of the leading players including market leader GIANT which failed to post a market share gain for the first time in 12 years.

Major Distributors in the Region

The following data indicate volume sales and market share for the region's food retailers during the past 12 months. It should be noted that several retailers increased their volume and gained market share by responding to the slump with new store openings, increased customer service and innovative promotional and merchandising programs.

Top Ten Retail Chain Grocers

(11 stores or more)

GIANT - opened three new stores for a total of 153. Total sales \$3,140 billion, 22.5 percent of total Mid-Atlantic region sales.

SAFEWAY - 146 stores (2 closings). Total sales \$1,966.5 billion, 13.1 percent of region sales.

FOOD LION - 107 stores. \$1,097 billion sales. Based in Salisbury, INC. Opened 9 new stores in the region, more than any other operator.

SUPER FRESH/AP - Sales \$870.2 million, 5.8 percent market share, lagging sales and market share.

FARM FRESH - Norfolk, VA. Operates 79 stores; sales of \$853.2 million.

SHOPPERS FOOD WAREHOUSE - Lanham, MD-based. Sales increased over \$100 million this year, from \$445.5 million to \$562.1 million. Shoppers opened 3 new stores and expects to open 6 more next year.

WEIS MARKETS - Sunbury, PA. Traditionally the nation's most profitable publicly-held retailer (about 6 percent net-to-sales ratio). Little significant sales growth. Sales \$597.5 million. Operates 49 stores (four closings). One new store in the Baltimore-Washington market.

GIANT FOOD STORES - Carlisle, PA. Ranked eighth in total regional sales. Owned by Dutch retailing conglomerate, Ahold. GF did more than half (\$496.7 million) of overall sales in the Baltimore-Washington market and made an impression with its 54,000 sq. ft. combo stores which opened in Hagerstown, MD.; Winchester, VA. (both replacing existing stores); and South York, PA (new store).

SUPER RITE FOODS' BASICS operates 28 stores. \$385.7 million sales.

UKROPS SUPERMARKETS - Richmond-based. Good year, opened two new 58,000 square foot prototype combo stores, but lost some market