

While one-quarter of the companies surveyed based their purchasing decisions on information provided by industry publications, personal contacts and distributors also influenced this decision. The publications most frequently read are *National Provisioner Yellow Sheet/Provisioner*, *Meat Processing* and *Meat and Poultry*. The trade fairs most widely attended are the American Meat Institute Annual Convention in Chicago and alternate years in other major U.S. cities and the "Deli/Dairy Fair" in New York.

In response to the question of the effect on their purchasing policy of a Free Trade Agreement between Canada and the United States, less than one third of U.S. importers contacted reported that their purchases from Canada would most likely increase. Whereas 34.8% of the respondents had not yet ascertained the impact of such an agreement, over a third (37%) did not expect the Agreement to affect their volume of purchase.

While 84.8% of the respondents are interested, in general, in hearing from Canadian companies about available products, seven U.S. importers are currently seeking sources of supply for specific products. The firms are listed in Appendix 1.

A listing of U.S. importers who are interested in Canadian sources of supply of processed pork in general is found in Appendix 2.

SURVEY OF U.S. ASSOCIATIONS

U.S. associations were contacted in order to supplement information provided by individual importers and to provide an industry perspective on trade in the processed pork industry. The associations contacted and their mandates are as follows:

- United States Meat Export Federation (USMEF) is involved in the promotion of red meat (including beef, pork and lamb) overseas;
- American Meat Institute (AMI) is a representative for meat packers, manufacturers, processors and suppliers and conducts research into various areas such as marketing and industrial education;
- National Pork Producers Council (NPPC), representing over 100,000 hog farmers, is the largest trade association for hog producers.