

Where the respondent was willing to provide approximate U.S. dollar purchases of seafood, it has been included. Where no volume estimate is given, the account is included in the list only because, in the opinion of the contractor, the volume levels are "significant."

Interviewing for this study spanned the months of February and March, 1987. As in all businesses, the foodservice business in the U.S. is in constant transition. The only certainty is that changes start taking place immediately following any contact of this sort. To the best of the contractor's knowledge, the data presented was current at the time of delivery of the Study to the Department of External Affairs.

It is important to note that the charter for this Study involved the identification of foodservice seafood purchasers who are willing to buy seafood direct from Canadian processors.

In some instances, the responding firms were somewhat ambivalent about how they would be willing to buy, indicating that in some instances, with certain products, they would buy direct, but in other product areas or situations they might wish to buy through an intermediary. In each such case, the first step must be to contact the suggested representative of the company and determine whether or not that particular firm is willing to buy the product in question on a direct basis.

RECOMMENDATIONS FOR THE USE OF ACCOMPANYING DATA

The information presented in the attached summary has been expressly designed to make it easy for a Canadian seafood processor to identify potential purchasers of his product in the U.S. foodservice seafood segment. After determining the products and their prices which are to be offered by the processor the next steps are simple and direct.

First the processor should look for a foodservice purchaser who indicates that he is already purchasing the particular product in question. In this instance, all that is necessary is to contact the individual identified in the summary as "Key Contact," discuss with this individual the customer's