

IV - MARKET STUDY

SURVEY OF U.S. IMPORTERS

The U.S. importers of fish and fish products interviewed were selected from a variety of sources including the report provided by the Journal of Commerce (JOC) Piers Port Import/Export Reporting Service. This report contained 3 months of 1987 shipping data and ranked importers from major developed countries by volume of imports. This list was supplemented by information provided by Canadian consulates in the U.S., and by lists from trade associations and numerous industry publications.

The study as a whole will examine 80 product sectors. The number of interviews conducted for each sector will be dependent on the level of concentration in the industry and the diversity of products within various sectors. In total, over 4,000 interviews will be carried out with U.S. companies. The number of companies contacted per sector varies from 40 to over 100. In most cases, a minimum of 30 interviews with **potential** buyers will be completed.

For the fish sector, 43 questionnaires were conducted by telephone. The responding companies accounted for approximately 20% of the total U.S. import market by volume for the products examined.

Interview Results

From Table 1, below, it can be seen that the major products imported by the companies interviewed were shrimp and lobster. Since these products are not exported in large quantities from Europe and Japan, they are only incidentally covered in this report to the extent that the importers interviewed dealt with these products as well as those of primary focus. The major products addressed by importers in the interviews were swordfish, scallops and pollock.