

products from European sources. Even though almost an equal number of U.S. importers (46.7% of respondents) reported no change in their import costs, the majority were interested in learning about Canadian manufacturers as potential sources of supply.

The U.S. importers surveyed indicated a preference to receive information on products from Canadian firms either through brochures or personal contact by the company or by receiving industry publications. The key considerations in importing the Canadian product were price, quality, the need for a supplement to domestic supply and, in many cases, continuity of supply.

The U.S. industry associations surveyed noted the ability of Canadian producers to offer good quality products. Consequently, they regard the Canadian industry as a competitive one, especially as hog prices in the two countries, which impact directly on finished product costs, tend to move in parallel when all factors including currency differentials, freight, and duty are taken into consideration.