

products manufacturers tends to mitigate the effect of the U.S. currency devaluation. A large number of smaller companies that do not have offshore plants or subsidiaries in Canada, however, expressed an interest in hearing about Canadian sources of supply for possible substitution for higher priced imports now being purchased.

These importers indicated a preference to receive information on products from Canadian firms via the mail, through trade shows or personal contact by the company. A key consideration in importing the Canadian product was said to be lower price.

The survey of U.S. industry associations showed, among other things, that Canadian companies are viewed as capable suppliers of agricultural machinery and parts to the U.S. market. Canadian products, for the most part, are perceived to be competitive with U.S. products.