

INTRODUCTION

The purpose of this Market Study has been to define for Canadian processors the identity and characteristics of a large number of U.S. foodservice purchasers of frozen fish and seafood products - in particular, those organizations who are interested in making direct contact with Canadian processors and buying seafood on a direct basis.

The methodology has been very simple.

The ranks of foodservice seafood purchasers were screened in an attempt to identify the top 750 buyers of frozen seafood products in the U.S. based on dollar volume.

Once identified, a massive direct telephone interviewing program was initiated in an attempt to identify approximately 200 of the most likely prospects from this list.

As would be expected, many firms refused to be interviewed and therefore do not appear in the summary which follows.

Other firms who were interviewed did not, for one reason or another, seem to lend themselves to a direct contact by Canadian processors, and were automatically eliminated.

Still others were impossible to contact by phone (or failed to return calls as promised) and therefore had to be removed from the list as well.

The remaining firms (those who expressed both a willingness to be interviewed and an interest in having direct contact with Canadian seafood processors) are shown in the following.

The list is presented in alphabetical order rather than making an attempt to categorize the customers by "function". The reason for this is simply that many frozen seafood buyers in the U.S. are involved in more than one "function", e.g., wholesaler/distributor/exporter/ etc.