

Pacific

Los Angeles

Southern California, Arizona, and Clark County, Nevada share one thing in common: they are among the fastest growing areas in the U.S. Los Angeles County (current population: 8.5 million) leads the national list of population increases for metropolitan areas with an expected addition of 1 million people by the year 2,000. The South Coast Basin (Los Angeles, Orange, Riverside and San Bernardino Counties), now the home of 12.8 million people, will have a population of 18.3 million by 2010. This is a projected growth of 43 percent. Further south, San Diego County, 2.3 million today, foresees about 560,000 more inhabitants by the end of the century.

Arizona's population stands at 3,480,000. The state claims to have the highest population growth rate in the nation: 3.4 percent annually.

Clark County, Nevada, consists of the cities of Las Vegas, Henderson, Boulder, Laughlin, and Mesquite. Total population: 675,000. The county has 50 percent more people now than it did in 1980, and expects a population of 950,000 by the year 2000. The total territory, then, represents a population equal to two-thirds that of Canada. Its gross product exceeds 75 percent of Canada's. Los Angeles is the second largest metropolitan areas in the U.S., closely trailing New York. A major diversified business centre, Los Angeles considers itself the trading hub of the Pacific Rim.

The Greater Los Angeles area is ranked number one in the United States with food store sales in excess of \$11 billion annually.

The remaining Southern California region, Arizona and Clark County, Nevada, account for an additional 10 billion in sales. There are over 10,000 food stores, 1,600 convenience stores, and 1,400 supermarkets.

Because of the tremendous market available to agri-food manufacturers and processors, the

competition throughout the industry is very keen. All markets, including selected regional markets such as Phoenix, Arizona; Clark County, Nevada; Orange and San Diego Counties in California, require that the Canadian supplier make a strong financial commitment to marketing if he/she hopes to develop a position in the region.

There are several trade shows taking place throughout the year in which the Los Angeles Consulate either coordinates or supports a national initiative through government-funded programs. The shows include: California Growers (October), Arizona Retail Grocers (May), Natural Products Expo West (March), Sea Fare (February), International Fancy Food (March) and the Western Restaurant Expo (August).

For further general information about the region or specific information regarding agents, brokers and distributors please contact:

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San Francisco

The San Francisco post territory (northern California, Colorado, Wyoming, Nevada (except Clark County and Hawaii) with northern California as the focus, continues to be a leader in marketing and sales of food products, with approximately \$30 billion sales in both retail and foodservice. The city of San Francisco is the fourth largest restaurant market in the U.S. As a favourite U.S. tourist destination, it attracts over five million visitors annually to its restaurants, each of whom spends an average of US\$250 on food and beverages. There are over 13 million visitors annually to the San Francisco Bay area