

**STUDIES IN  
CANADIAN EXPORT OPPORTUNITIES  
IN THE U.S. MARKET**

**FISH AND FISH PRODUCTS**

**TABLE OF CONTENTS**

	Page
EXECUTIVE SUMMARY .....	1
I - STUDY OBJECTIVES .....	2
II - CONCLUSIONS OF THE PEAT MARWICK STUDY .....	3
III - U.S. INDUSTRY OUTLOOK .....	5
U.S. Imports of Fish and Fish Products.....	5
IV - MARKET STUDY .....	9
Survey of U.S. Importers .....	9
Survey of U.S. Industry Associations .....	12
V - BACKGROUND .....	15
Study Approach .....	16

**APPENDICES**

Appendix 1 -	Selective List of U.S. Importers Seeking Sources of Supply .....	19
Appendix 2 -	1986 Imports from Europe and Japan by Country .....	24
Appendix 3 -	Market Shares by Country for Major U.S. Markets 1987 .....	26
Appendix 4 -	1986 Imports of Fish and Fish Products .....	28
Appendix 5 -	1982-1986 Imports of Fish and Fish Products .....	36
Appendix 6 -	U.S. Tariffs on Canadian Fish and Fish Products in the Event of a Free Trade Agreement .....	41
Appendix 7 -	Countries of Origin and Respondents' Level of Satisfaction .....	50
Appendix 8 -	U.S. Industry Trade Fairs and Publications .....	52
Appendix 9 -	Canadian Government Trade Contacts in Canada and the U.S. ....	55