

and included crackers, English muffins, frozen dough, garlic bread, bulk cookies, dessert cakes and crisp breads.

The new exporter should investigate the United States as a natural extension to its own market area. Assistance is available to new exporters through the "New Exporter to Border States" missions (NEBS) or Solo Food Shows. The NEBS program is run by the various International Trade Centers (ITC's) across Canada in co-operation with the trade sections of the Canadian Consulates located in the United States. The Solo Food Shows are informal, half-day events where Canadian food companies show their products to the food industry of the United States. These are held annually in Seattle, Minneapolis, Cleveland, Buffalo, Boston, and other major cities. Further information can be provided by the contacts listed in Appendix 9.

Once it has been determined that a market exists and a commitment has been made to pursue this market, the ingredients and labels of the products concerned must be reviewed to ensure that they comply with the laws and regulations of the United States. The Market Access Section of the United States Trade Relations Division (UET) of the Department of External Affairs can assist in this process.

U.S. INDUSTRY OUTLOOK

This section is based on the *1988 U.S. Industrial Outlook* published by the USDOC. This information provides a general forecast of short-term prospects and gives an indication of expected trends and developments in the U.S. bakery products sector. While such information may be of interest, readers should proceed with caution in utilizing the data for the following reasons.

Firstly, although the USDOC is the source of both the "U.S. Imports 1982-87" (summarized above) and the "U.S. Industry Outlook", two different systems of product classification are used. Differences may not be obvious. In some cases, slightly different titles reflect very similar sets of products; in others, similar titles for sectors or product groups encompass a slightly different mix of products. Thus the market forecasts in the "U.S. Industry Outlook" section may cover a slightly different mix of products than the rest of this report.

Secondly, while most sections of the "U.S. Industry Outlook" address the entire sector, others address specific products or product groups. Forecasts made at both levels should be assessed