

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

PORK AND PROCESSED MEAT

TABLE OF CONTENTS

	Page
EXECUTIVE SUMMARY	1
I - STUDY OBJECTIVES	3
II - CONCLUSIONS OF THE PEAT MARWICK STUDY	4
III - U.S. IMPORTS OF PORK AND PROCESSED MEATS.....	6
Sector Definition	6
U.S. Imports 1982-87	7
U.S. Industry Outlook	11
IV - MARKET STUDY.....	15
Survey of U.S. Importers	15
Survey of U.S. Associations.....	18
V - BACKGROUND	20
Study Approach.....	21
APPENDICES	
Appendix 1 - U.S. Importers Seeking Sources of Supply for Specific Products	25
Appendix 2 - U.S. Importers Generally Seeking Sources of Supply	33
Appendix 3 - 1987 U.S. Imports of Pork and Processed Meats (Schedule A 13.0, 14.2 and 14.8)	41
Appendix 4 - 1987 U.S. Imports of Selected Pork and Processed Meats from Western Europe by Country	47
Appendix 5 - U.S. Fresh Pork Production and Consumption	49
Appendix 6 - U.S. Federally Inspected Ham Production and Imports of Canned Hams and Shoulders	51
Appendix 7 - 1982-1987 U.S. Imports of Selected Pork and Processed Meats by Weight.....	53
Appendix 8 - North American Hog and Pork Markets	59
Appendix 9 - Marketing Guidelines for New Exporters	61
Appendix 10 - Current U.S. Tariffs on Canadian Meat Products and Schedule for their Removal Under the Free Trade Agreement	63
Appendix 11 - 1982-1987 U.S. Exports and Imports of Selected Meat Products	67
Appendix 12 - Selected U.S. Meat Products Processed Under Federal Inspection ...	69
Appendix 13 - Selected Canadian Exports to the United States	71
Appendix 14 - Countries of Origin and Respondents' Level of Satisfaction	73
Appendix 15 - U.S. Industry Trade Fairs and Publications	75
Appendix 16 - Canadian Government Trade Contacts in Canada and the United States	77