

however, the majority of those which had were pleased with their Canadian suppliers. The great majority (almost 87%) of respondents felt that there were no barriers to their importing from Canada; however, a few expressed concern about costs incurred as a result of applicable duty and tariffs.

The majority of U.S. importers responding to the survey were interested in receiving product listings and prices of Canadian firms via the mail. There was also a strong desire to obtain information through personal contact with a representative of the manufacturer or company. Trade fairs were also held in high regard as a method by which they could preview new sources of supply. Information provided by the manufacturer (as opposed to other sources of information) was reported as the most frequently used in the purchasing decision process. The most popular trade fairs among the myriad held worldwide were the "National Footwear Exposition" and the "National Shoe Fair". Although industry publications are not regarded as a key factor in the decision to purchase, a majority of respondents consider that they play an important role in publicizing available product lines. The major publications quoted consistently were *Footwear News*, and *Footwear Forum*.

In response to the question of the effect on their purchasing policy of a Free Trade Agreement between the United States and Canada, almost a fifth of those contacted reported that the institution of the Agreement would prompt greater sourcing in Canada. A large proportion of the U.S. importers contacted had not considered the possible changes brought about by a Free Trade Agreement, and approximately half of the respondents felt that there would be no change.

As mentioned, a large percentage (64%) of those contacted were interested in hearing more about Canadian sources of supply; however, a group of seven U.S. importers are currently looking for sources of specific products. These firms are:

- **B. Levy and Son** is seeking sources of supply for athletic and injection footwear;
- **Butler Shoes** is actively seeking sources of supply for ladies woven leather shoes (like sandals);
- **Lowell Shoe** is interested in new sources for leather, waterproof boots;
- **Morse Shoe Inc.** are looking for women's fashion boots;