

- major industry publications;
- the potential effect of Free Trade on Canada-U.S. trade in bakery products;
- their opinion on the strengths and weaknesses of the Canadian bakery products industry.

Interview Results

The associations predict a growth in cookies and crackers sales, as well as a slight increase in the sales of sliced bread. However, this increase is not expected to be a large one. The devaluation of the U.S. dollar is expected to boost exports especially in flour and grain sales. Imports of gourmet and specialty foods are expected to increase over the next five years, and Brazil is expected to play a prominent role in the increase in these U.S. imports. The Free Trade Agreement is not expected to have a great impact on sales between Canada and the United States. Some specialty items from Canada into the United States may increase slightly in the event of such an Agreement.

The Canadian bakery products industry is positively perceived by the U.S. Associations. Canada is considered very competitive especially in certain aspects as a result of certain factors such as the lower price of sugar.

The associations have provided names of industry publications and trade fairs of interest to their members. These are listed in Appendix 8.