

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: LATIN AMERICA-CARIBBEAN

Mission: 657 KINGSTON

Market: 257 JAMAICA

Sector: 003 GRAINS AND DILSEEDS

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	98.00M	\$ 95.00M	\$ 90.50M	\$ 119.10M
Canadian Exports \$	9.00M	\$ 8.50M	\$ 8.90M	\$ 7.80M
Canadian Share of Import Market	9.20%	8.90%	9.80%	6.50%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

084 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector:

15-30 \$M

Current status of Canadian exports: Mature with little growth

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- difficulties in obtaining credit facilities in Canada
- other factor(s) described by the Trade Office as follows:

MAJOR COMPETITION IS GRAIN FINANCED BY VARIOUS US GOVERNMENT PROGRAMS

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- competitive export pricing for this market
- the availability of competitive Canadian financing