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MARKET INTELLIGENCE

ORNAMENTAL FISH

Pub. No.: 90113-IP

February 1991

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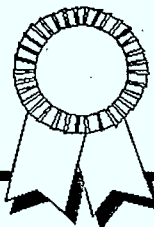
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ORNAMENTAL FISH

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Revenue Canada, Tel.: (613) 954-7014
U.S. Department of Commerce,
Bureau of the Census
Tel.: (301) 763-7754

TARIFFS

Enquiries concerning **Canadian** tariffs
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Tariff Programs
Revenue Canada
Customs and Excise
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Fax.: (613) 954-2509

Enquiries concerning tariffs and other
government trade regulations in **foreign**
countries should be directed to:

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External Affairs
Ottawa, Ontario
K1A 0G2
Tel.: (613) 993-6435 OR
1-800-267-8376
Fax.: (613) 996-9709

EXPLANATORY NOTES

Commodity Classification

Canadian Trade statistics are classified and published according to the International Convention on the Harmonized Commodity and Description Coding System (H.S.), as defined by the Canadian Customs Tariff and Statistical Nomenclature.

Valuation

Dollar values shown in this report are based on selling price F.O.B. plant, in Canadian dollars. This selling price represents the value paid by the importer, excluding all freight, packing and insurance costs when specified. All trade discounts, when applicable, are also deducted from the selling price.

Rounding

Figures may not add due to rounding.

Canada - U.S. Exchange Rate

The Bank of Canada exchange rates were used to convert U.S. imports reported in \$US to \$Cdn.

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ORNAMENTAL FISH

I. INTRODUCTION AND SCOPE

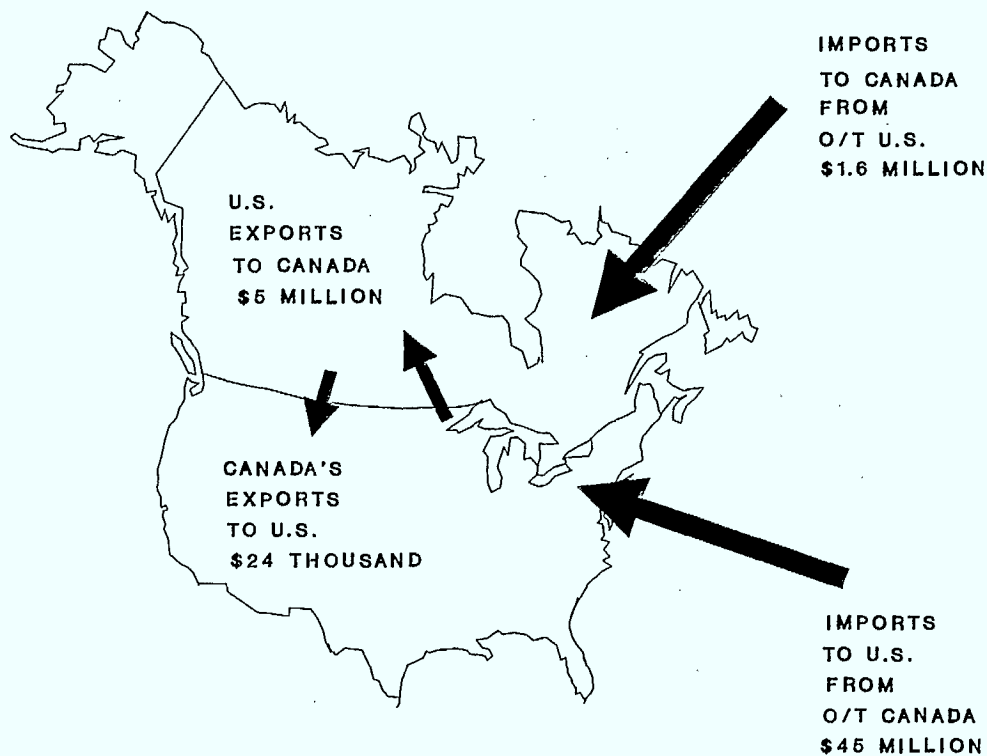
This is one of a continuing series of market intelligence reports designed to increase business awareness of the potential existing for production in Canada and to assist businesses and other organizations in their market research of specific products. The detailed information provided in these reports supports studies by organizations seeking to expand existing production lines, change individual product characteristics or engage in new manufacturing investment in Canada. The coverage of a market intelligence report is developed in close consultation with the client, and is tailored to meet their specific requirements. It is important to emphasize that this report does not attempt any assessment as to the feasibility of competing in a particular market.

This report is based on data from several sources for the following Harmonized System (H.S.) commodity code:

<u>Description</u>	<u>H.S. Commodity Code Analyzed</u>
Ornamental Fish	0301.10.00.00

ORNAMENTAL FISH
(H.S. 0301.10.00.00)

II. NORTH AMERICAN IMPORTS - 1989



North American Imports - \$46.6 Million*

* Excludes Canada - U.S. bilateral trade; Mexico

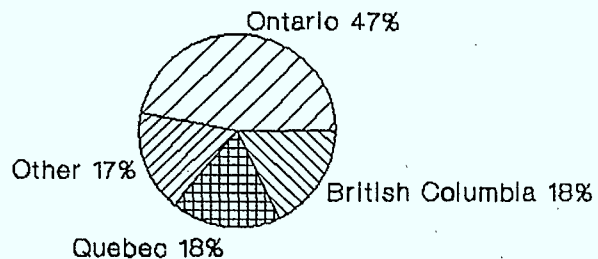
ORNAMENTAL FISH (H.S. 0301.10.00.00)

III. SUMMARY OF CANADIAN IMPORTS

<u>1988</u> <u>Value</u> (\$000)	<u>1989</u> <u>Value</u> (\$000)	<u>1990</u> <u>Value</u> (\$000)	<u>Major Country of</u> <u>Exports to Canada</u> <u>% of Total Value</u>		
			<u>1988</u>	<u>1989</u>	<u>1990</u>
6 241	6 595	6 310	U.S.A. 73	U.S.A. 76	U.S.A. 74

1990 CANADIAN IMPORTS BY PROVINCE OF CUSTOMS CLEARANCE

<u>Province</u>	<u>Value</u> (\$000)
Ontario	2 951
British Columbia	1 136
Québec	1 110
Alberta	622
Manitoba	289
Saskatchewan	83
New Brunswick	77
Nova Scotia	<u>37</u>
All Provinces*	6 310



100% = \$ 6.3 Million

* All provinces includes Yukon and Northwest Territories

ORNAMENTAL FISH
(H.S. 0301.10.00.00)

IV. CANADIAN IMPORTS BY MAJOR COUNTRIES OF ORIGIN

<u>Country of Origin</u>⁽¹⁾	<u>1988</u> <u>Value</u> (\$000)	<u>1989</u> <u>Value</u> (\$000)	<u>1990</u> <u>Value</u> (\$000)
United States	4 556	5 010	4 644
Singapore	559	640	797
Hong Kong	708	388	433
Philippines	93	114	82
Thailand	117	146	81
Japan	39	52	75
Sri Lanka	-	37	49
Indonesia	34	39	43
Suriname	-	-	20
China	-	-	17
Trinidad & Tobago	27	24	-
Fed. Rep. of Germany	8	-	-
Other	<u>100</u>	<u>145</u>	<u>69</u>
TOTAL	6 241	6 595	6 310

(1) Countries are in descending order based on value for 1990

ORNAMENTAL FISH (H.S. 0301.10.00.00)

V. CANADIAN IMPORTERS - 1989

There were 106 known importers of ornamental fish in 1989. The principal ten importers accounted for 53 per cent of the total import value.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (\$000)	<u>Cumulative % of Total Value</u>
5	2 302	35
10	3 520	53
15	4 360	66
25	5 450	84
All Importers (106)	6 595	100

The principal 25 importers are listed below in alphabetical order. Where the importer is not the same as the consignee (i.e. the recipient of the goods shipped), the name of the consignee rather than that of the importer is listed. The importer or consignee is not necessarily the end-user of the product.

NOTE: This list includes all importers except individuals.

<u>Name</u>	<u>Address</u>
A F F Pets N Things Ltd.	Winnipeg, Man.
A F Imports Ltd.	Burnaby, B.C.
Aquarium and Pet Supply Ltd.	Saskatoon, Sask.
Aqua-Tropicale Inc.	Montréal, Qué.
Aquarium Services Warehouse Outlet Inc.	Scarborough, Ont.
Aquarium Toronto	Milliken, Ont.
Aquatic Imports Ltd.	Calgary, Alta.
Atlantis Aquatis	Grand Falls, ND, USA*
Canada Inc. Fish Co.	Kirkland, Qué.
Delta Aquatic Nurseries Ltd.	Richmond, B.C.
Fish and Bird Emporium Inc.	Mississauga, Ont.
Flying Fish Aquatics Ltd.	Richmond, B.C.
Hartz Canada Incorporated	St. Thomas, Ont.
Importations Aquaplus Enr., Les	Montréal, Qué.
Importations Aquatiques ABC Inc.	Lasalle, Qué.
Interior Tropical Hatcheries Ltd.	Edmonton, Alta.
Mikes Acquatic World Ltd.	Richmond, B.C.
Mirido Importations Canada Inc.	Montréal, Qué.
PJS Pet Centres Ltd.	Willowdale, Ont.
Poissons Tropicaux Gryd Inc.	Lachine, Qué.
Spawn Shop Ltd.	London, Ont.
Straits Aquariums (Canada) Limited	Scarborough, Ont.
Tropic Aquaria Services Ltd.	Brampton, Ont.
Tropical Fish Supplies Ltd.	Fort Erie, Ont.
Xotics International	Coquitlam, B.C.

* Non resident importer

ORNAMENTAL FISH
(H.S. 0301.10.00.00)

VI. FOREIGN EXPORTERS TO CANADA - 1989

Major exporters to Canada of ornamental fish are listed by major country of origin in descending order of dollar value. These exporters accounted for 60 per cent of the total value of Canadian imports during 1989.

<u>Country of Origin</u>	<u>Name of Foreign Exporter</u>	<u>Value of Exports to Canada 1989 (\$000)</u>
United States	Dolphin International	679
	Tropical Fish Inc.	600
	EKK Will Tropical Fish	319
	Grassfork Fisheries Co.	217
	Atlantis Aquatics)	394*
	Pacific Aquatic Imports)	
	Ichthyotics Inc.)	299*
	Blueridge Fish Mill)	
	Parnell Fisheries Inc.	132
	Ozark Fisheries Inc.	109
	International Fisheries Inc.	102
	Old World Exotic Fish Inc.	95
	Jays Tropical Fish	74
	Hunting Creek Fisheries	73
	Fish Fish Fish	54

* Aggregated to preserve confidentiality of Canadian importers.

ORNAMENTAL FISH
(H.S. 0301.10.00.00)

VI. FOREIGN EXPORTERS TO CANADA - 1989 (Cont'd)

<u>Country of Origin</u>	<u>Name of Foreign Exporter</u>	<u>Value of Exports to Canada 1989 (\$000)</u>
Singapore	Straits Aquariums Pte. Ltd.) Underwater Exotics Ltd.) Sunbeam Aquarium Pte. Ltd.)	364*
Hong Kong	Sam Yu Aquarium Co.) Ceylon Aquarium) Fortuna Trading Co. Underwater Exotics Ltd.	125* 52 41
Thailand	Underwater Exotics Ltd. Star Aquarium	51 39
Philippines	Exotic Pet Centre) Landmark Trading Co.)	89*
Japan	Hara Yasutaro Shoten KK)	
Indonesia	Underwater Exotics)	57*
Sri Lanka	Aquarium Silver Reef)	
TOTAL		3 965

* Aggregated to preserve confidentiality of Canadian importers.

ORNAMENTAL FISH
(H.S. 0301.10.00.00)

VII. CANADIAN AND FOREIGN TARIFFS

Ornamental fish included in this report are dutiable under the following Canadian tariff item:

<u>Tariff Item</u>	<u>Description of Goods</u>	<u>Tariff Treatment</u>		
		<u>Most Favoured Nation Tariff</u>	<u>General Preferential Tariff</u>	<u>United States Tariff</u>
0301.10.00	Ornamental fish	FREE	X	FREE

TARIFF ARRANGEMENTS AND FOREIGN COUNTRIES OF EXPORT

Exporting countries which qualify for the Most Favoured Nation tariff treatment: Japan and the Federal Republic of Germany.

Exporting countries which qualify for the Most Favoured Nation tariff treatment or General System of Preference tariff treatment*: Singapore, Hong Kong, Thailand, Philippines, Indonesia, Sri Lanka, Trinidad and Tobago, People's Republic of China and Suriname.

* In order to qualify for the General System of Preference, a special certificate of origin is required.

Where the symbol "X" appears in the column "General Preferential Tariff" the rate of customs duty that applies to those goods is the rate set out with respect to those goods in the column "Most-Favoured-Nation Tariff".

Enquiries concerning tariffs should be directed to the nearest Revenue Canada Customs and Excise office as listed on page two of this report.

FOREIGN COUNTRIES

Enquiries concerning tariffs and other government trade regulations in foreign countries should be directed to External Affairs as listed on page two of this report.

ORNAMENTAL FISH
(H.S. 0301.10.00.00)

VIII. UNITED STATES' IMPORTS - 1989

The United States Department of Commerce reports U.S. imports as follows:

<u>Country of Origin</u>	<u>Value</u> ⁽¹⁾ (\$000)	<u>Import Market Share</u> (% based on value)
Canada	24	*
Singapore	10 439	23
Thailand	6 158	14
Philippines	5 102	11
Hong Kong	5 080	11
Columbia	3 931	9
Indonesia	3 629	8
Japan	1 921	4
Peru	1 875	4
Brazil	958	2
Nigeria	732	2
Sri Lanka	714	2
Other	<u>4 689</u>	<u>10</u>
TOTAL	45 252	100

* Less than one per cent

(1) A conversion factor of 1.1842 was used to convert the value of 1989 U.S. imports to Canadian dollars.

FOR MORE INFORMATION PLEASE CONTACT:

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