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IMPORT PROFILE

Investment Opportunities

SPORT FISHING RODS, TACKLE AND PARTS

Pub. No.: 8809-IP-2 November 1988



Government
of Canada

Regional Industrial
Expansion

Gouvernement
du Canada

Expansion industrielle
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Canada

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SPORT FISHING RODS, TACKLE AND PARTS

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SPORT FISHING RODS, TACKLE AND PARTS

INTRODUCTION

This report is part of a continuing series designed to increase business awareness of the potential existing for production in Canada.

CANADIAN IMPORTS

Import data are given on subsequent pages for the following product groups:

<u>Description</u>	<u>Commodity Code</u>	<u>TOTAL IMPORTS</u>		<u>% Change 1987/1986</u>
		<u>1986</u>	<u>1987</u>	
		<u>(C\$ 000)</u>		
1) <u>Fishing Rods and Parts:</u>				
Fishing Rod Blanks	832-84-20	695	558	-20
Fishing Rods	832-84-30	6 575	7 573	+15
Fishing Rods, Parts of	832-84-38	596	354	-41
TOTAL		<u>7 866</u>	<u>8 485</u>	+8
2) <u>Fishing Tackle and Parts:</u>				
Fishing Reels	832-85-20	8 437	9 158	+ 9
Fishing Lines	832-85-30	1 889	2 265	+20
Fishing Hooks	832-85-40	6 790	6 275	- 8
Fish Line Sinkers	832-85-50	434	392	-10
Fishing Nets	832-85-60	315	477	+51
Tackle Boxes	832-85-70	1 185	1 499	+26
Fishing Tackle, Parts of	832-85-88	2 537	1 858	-27
Fishing Tackle, Not Elsewhere Specified	832-85-90	6 677	8 970	+34
TOTAL		<u>28 264</u>	<u>30 892</u>	+9

Lists of Canadian importers and foreign exporters to Canada are given for fishing rods and parts in Appendices A1 and B1, and for fishing tackle and parts in Appendices A2 and B2.

CANADIAN PRODUCTION

There are only two significant Canadian manufacturers of fishing rods and reels. There are, however, at least 40 manufacturers of fishing tackle and parts in Canada. Statistics Canada reports that in 1986, shipments of all types of fishing equipment totalled \$22.0 million.

CANADIAN EXPORTS

Statistics Canada indicates that exports of fishing rods and tackle and their parts totalled \$2.6 million in 1987, of which \$2.4 million was exported to the United States.

UNITED STATES' IMPORTS

Data on U.S. imports of fishing rods, tackle and parts from all countries for 1987, as reported by the Department of Commerce, are summarized below.

<u>Product</u>	<u>U.S. Imports</u> <u>1987</u> <u>(C\$ 000)</u>
Fishing Rods	110 810
Fishing Rod Parts	4 994
Artificial Baits and Flies	36 348
Fishing Hooks	20 240
Fish Baskets	1 467
Fishing Reels & Parts	154 476
Fishing Leaders	2 230
Fishing Lines	7 169
Landing Nets	2 171
Fishing Tackle and Parts, Not Further Specified	<u>367 712</u>
TOTAL	707 617

MARKET SUMMARY

Although always popular, sample retail surveys have indicated that fishing has shown a recent major increase in popularity and is now one of the six most popular leisure activities for Canadians.

After a period of stagnant growth from 1980 to 1984, the fishing equipment market has dramatically increased at the wholesale level from \$34.0 million in 1984 to about \$65.0 million in 1987.

This rapid growth can be attributed to several factors. Firstly, the activity characteristics inherent in the general aging of the population have produced a substantial group of people with considerable time to pursue outdoor non-competitive recreational activities. Secondly, the marketing of the fishing activity has become more widespread and prominent through the increase in T.V. fishing programs, as a tourism attraction, and the introduction of popular fishing contests such as "Catch and Release". The trend towards boating and summertime vacation properties has also helped to create more interest in the sport.

Currently the Canadian industry is composed mostly of lure, net and several line and tackle box manufacturers. Assembly and finishing also play a major role in this industry.

Lures are widely produced in Canada both on a production basis and also by many craft operations set up to service a local area. At the production level the promotion of brand names and image marketing is very important and the larger firms aggressively market their brands through a variety of channels.

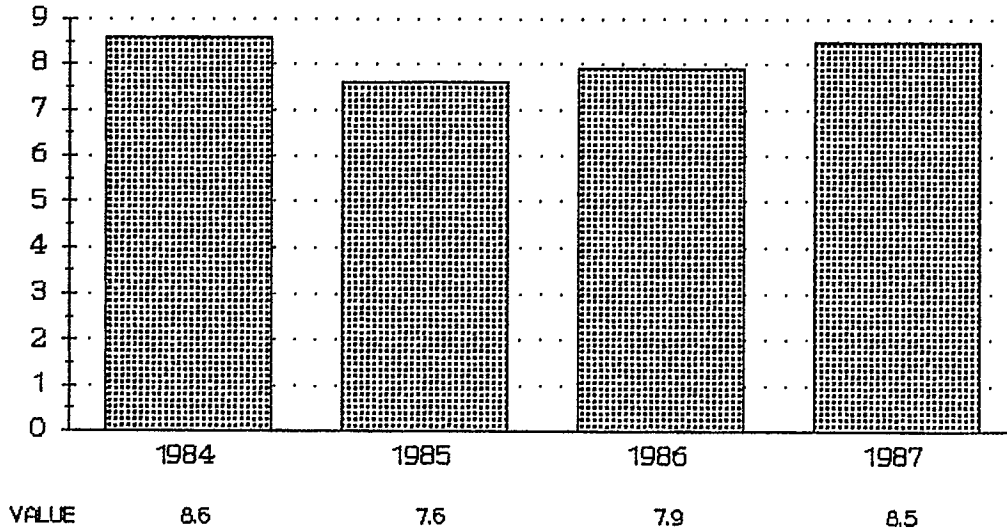
Import penetration of the fishing equipment market has steadily declined from over 90 per cent in 1984 to slightly over 60 per cent in 1987. In part, this is because Canadian producers have become increasingly cost competitive with the two major foreign suppliers, the USA and Japan.

Major items such as reels and rods are mostly imported. There are only two significant Canadian producers of these products. There are no Canadian hook producers.

In general, the opportunity for Canadian manufacturing or assembly would appear to be by means of either a joint venture or licensing arrangement with a well established rod or reel manufacturer.

FISHING RODS AND PARTS
 COMMODITY CODE 832-84
 IMPORT TRENDS

VALUE (MILLION \$)



IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

FOREIGN COUNTRY OF EXPORT	1984	1985	1986	1987	AVERAGE ANNUAL GROWTH RATE 1984-87
					%
REPUBLIC OF KOREA					
VALUE [C\$000]	4206	2782	3280	3653	-5
TAIWAN					
VALUE [C\$000]	1850	2401	2128	1981	2
UNITED STATES					
VALUE [C\$000]	1848	1641	1455	1861	0
HONG KONG					
VALUE [C\$000]	204	186	408	487	34
JAPAN					
VALUE [C\$000]	273	437	452	313	5
OTHER					
VALUE [C\$000]	236	198	142	190	-7
TOTAL					
VALUE [C\$000]	8617	7645	7865	8485	-1

FISHING RODS AND PARTS - COMMODITY CODE 832-84
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IMPORT MARKET SHARES

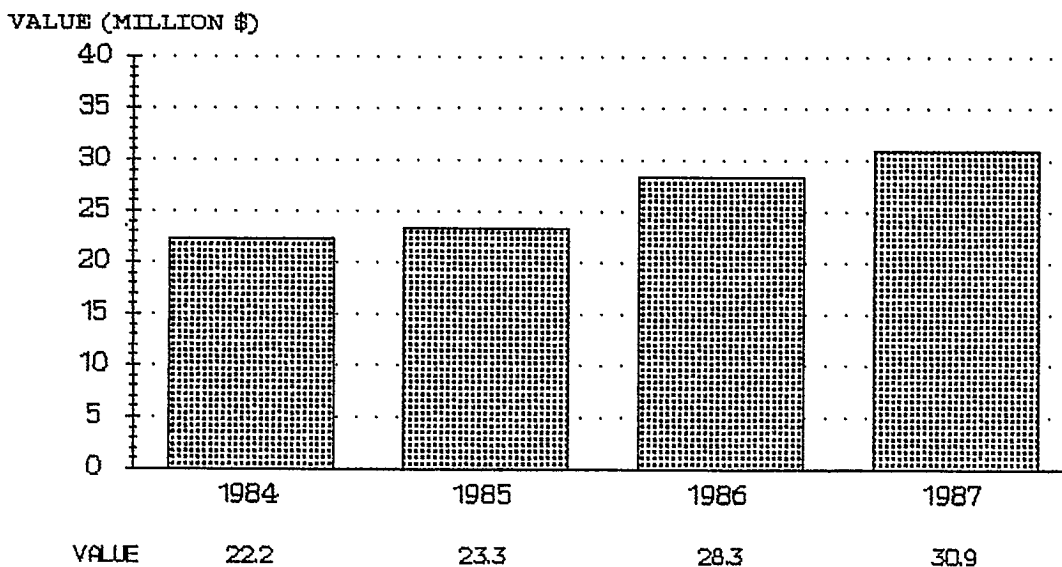
FOREIGN COUNTRY OF EXPORT	1984	1985	1986	1987
-----	-----	-----	-----	-----
	%	%	%	%
REPUBLIC OF KOREA				
VALUE	48.8	36.4	41.7	43.1
TAIWAN				
VALUE	21.5	31.4	27.1	23.3
UNITED STATES				
VALUE	21.4	21.5	18.5	21.9
HONG KONG				
VALUE	2.4	2.4	5.2	5.7
JAPAN				
VALUE	3.2	5.7	5.7	3.7
OTHER				
VALUE	2.7	2.6	1.8	2.2
-----	-----	-----	-----	-----
TOTAL VALUE	100.0	100.0	100.0	100.0

FISHING RODS AND PARTS - COMMODITY CODE 832-84

IMPORT TRENDS BY TYPE

COMMODITY CODE					AVERAGE ANNUAL GROWTH RATE 1984-87	MAJOR COUNTRY OF EXPORT	
	1984	1985	1988	1987		1987 VALUE	% OF TOTAL
DESCRIPTION					%	[C\$000]	
832-84-20						UNITED STATES	
FISHING ROD BLANKS							
QUANTITY (NO.)	88452	71477	98208	50993	-8		
VALUE (C\$000)	870	443	895	558	-8	511	92
UNIT PRICE (C\$)	10	6	7	11			
832-84-30						REPUBLIC OF KOREA	
FISHING RODS							
QUANTITY (NO.)	1182137	997951	948690	1138755	-1		
VALUE (C\$000)	7208	8792	8575	7573	2	3579	47
UNIT PRICE (C\$)	6	7	7	7			
832-84-38						UNITED STATES	
FISHING RODS, PARTS OF							
VALUE (C\$000)	738	410	598	354	-22	214	60
TOTAL						REPUBLIC OF KOREA	
VALUE (C\$000)	8618	7645	7866	8485	-1	3853	43

FISHING TACKLE AND PARTS, NOT ELSEWHERE SPECIFIED
 COMMODITY CODE 832-85
 IMPORT TRENDS



IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

FOREIGN COUNTRY OF EXPORT	1984	1985	1986	1987	AVERAGE ANNUAL GROWTH RATE 1984-87
					%
UNITED STATES					
VALUE [C\$000]	9752	9957	12452	14100	13
JAPAN					
VALUE [C\$000]	3823	3778	4482	3980	1
REPUBLIC OF KOREA					
VALUE [C\$000]	2989	2518	2480	3442	5
TAIWAN					
VALUE [C\$000]	1350	1376	2085	2232	18
HONG KONG					
VALUE [C\$000]	818	924	1208	1668	39
OTHER					
VALUE [C\$000]	3718	4758	5557	5471	14
TOTAL					
VALUE [C\$000]	22248	23309	28264	30893	12

FISHING TACKLE AND PARTS, NOT ELSEWHERE SPECIFIED
COMMODITY CODE 832-85

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IMPORT MARKET SHARES

FOREIGN COUNTRY OF EXPORT	1984	1985	1986	1987
	%	%	%	%
UNITED STATES VALUE	43.8	42.7	44.1	45.6
JAPAN VALUE	17.2	16.2	15.9	12.9
REPUBLIC OF KOREA VALUE	13.4	10.8	8.8	11.1
TAIWAN VALUE	8.1	5.9	7.4	7.2
HONG KONG VALUE	2.8	4.0	4.3	5.4
OTHER VALUE	16.7	20.4	19.7	17.7
TOTAL VALUE	100.0	100.0	100.0	100.0

FISHING TACKLE AND PARTS, NOT ELSEWHERE SPECIFIED
 COMMODITY CODE 832-85

IMPORT TRENDS BY TYPE

G.I.T.C. COMMODITY CODE					AVERAGE ANNUAL GROWTH RATE 1984-87	MAJOR COUNTRY OF EXPORT	
	DESCRIPTION	1984	1985	1986		1987	1987 VALUE
					%	(C\$000)	
832-85-20	FISHING REELS VALUE (C\$000)	7908	7554	8437	9156	5	JAPAN 2734 30
832-85-30	FISHING LINES, IN RETAIL PACKAGES VALUE (C\$000)	1823	1452	1889	2265	12	UNITED STATES 1093 48
832-85-40	FISHING HOOKS VALUE (C\$000)	4556	5316	6790	6275	11	UNITED STATES 2507 40
832-85-50	FISH LINE SINKERS VALUE (C\$000)	449	426	434	392	-4	UNITED STATES 151 39
832-85-60	FISHING NETS VALUE (C\$000)	280	382	315	477	22	UNITED STATES 190 40
832-85-70	TACKLE BOXES VALUE (C\$000)	891	895	1185	1499	19	UNITED STATES 1400 93
832-85-88	FISHING TACKLE, PARTS OF, NOT ELSEWHERE SPECIFIED VALUE (C\$000)	1183	1205	2537	1858	17	UNITED STATES 1139 61
832-85-90	FISHING TACKLE, NOT ELSEWHERE SPECIFIED VALUE (C\$000)	5400	6079	6677	8970	18	UNITED STATES 5395 60
TOTAL	VALUE (C\$000)	22248	23309	28284	30892	12	UNITED STATES 14100 46

CANADIAN IMPORTERS

FISHING RODS AND PARTS

The principal 10 importers of fishing rods and parts accounted for 74 per cent of the total import value during 1986. Seven of these importers were wholesalers of sporting goods. Six of the top 10 importers were located in Ontario.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (C\$ million)	<u>Per Cent of Total Value</u>
5	4.3	55
10	5.8	74
20	6.7	85
All Importers (88)	7.9	100

Importers of fishing rods and parts during 1986 are listed below in alphabetical order. This list includes all importers except individuals and a minimal number of importers whose names were not available. The numbers in brackets following the names of the importers indicate the specific products they are importing as follows: (1) fishing rod blanks; (2) fishing rods; and (3) parts of fishing rods.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
135360 Canada Inc., Major Rod Division(3)	Montréal, Qué.	Browning Canada Sports Ltd.(2)	St-Laurent, Qué.
8 Days Variety O/B 5 Chains Enterprises Corp. Ltd.(1)(3)	Thornhill, Ont.	C & M Gifts Limited(2)	Windsor, Ont.
A H Besner Ltée(2)(3)	Valleyfield, Qué.	C G Emery International Ltd.(1)(2)	Markham, Ont.
A J Wholesale Pool Supplies Ltd.(2)	Surrey, B.C.	Canadian Tire Corporation Ltd.(2)(3)	Toronto, Ont.
Abu Sports Canada Ltd.(2)(3)	Barrie, Ont.	Cenco Import Company Ltd.(2)	Montréal, Qué.
Acme Crafts Ltd.(2)(3)	Mississauga, Ont.	Chas Fidler & Son Ltd.(2)	Selkirk, Man.
Actif C T Laurentides Inc.(3)	Joliette, Qué.	Chilcotin Guns, Div. Jo-Jan Enterprises Ltd.(2)	Williams Lake, B.C.
Alliance Mercantile Inc.(2)	Vancouver, B.C.	Circle Sales & Import Ltd.(2)	Montréal, Qué.
Alliance Ro-Na Home Inc.(2)	St. Jacobs, Ont.	Cochrane-Dunlop Limited(2)	Etobicoke, Ont.
Alpine Industries Ltd.(2)	Vancouver, B.C.	Country Pleasures Enterprises Ltd.(1)(2)	Calgary, Alta.
Ateliers de Pêche Serge Bouchard Inc., Les(1)	Joliette, Qué.	Daiwa Canada Ltd.(1)(2)(3)	Burnaby, B.C.
B & G Marketing Services of Canada Ltd.(2)	Orillia, Ont.	Delta International Marketing Ltd.(2)	Toronto, Ont.
Baron Produits de Plein Air Ltée(1)	Montréal, Qué.	Direct Factory Sales Ltd.(2)(3)	Toronto, Ont.
Baron Sports Centre Ltd.(2)	Montréal, Qué.	Distribution Chasse & Pêche De Chicoutimi Inc.(2)(3)	Chicoutimi, Qué.
Berkley & Company (Canada) Ltd.(2)	Winnipeg, Man.	Distributions Muralex Inc., Les(2)	Montréal, Qué.
Boutique Chasse et Pêche de Beauce Inc.(2)	St-Georges, Qué.		

CANADIAN IMPORTERS (CONT'D)

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Eric Le Moucheur Reg'd(3)	Montréal, Qué.	Quality Designs Co.(2)(3)	Scarborough, Ont.
F W Woolworth Company Ltd.(2)	Weston, Ont.	Redl Industries Ltd.(2)(3)	Burnaby, B.C.
Fischer Agencies Ltd.(2)	Saskatoon, Sask.	Rerries Bait & Marine	
Fishing Hole (1982) Ltd.(2)	Edmonton, Alta.	Limited(1)	West Hill, Ont.
Forest Glen Import Export		Rich-Make Manufacturing Ltd.(1)	Lone Butte, B.C.
Ltd.(1)(3)	Truro, N.S.	Roblin Sporting Goods Ltd.(2)	Winnipeg, Man.
Glazers Incorporated(2)	Montréal, Qué.	Rodgers & Son Ltd.(2)	Dauphin, Man.
Great Northern Sports Inc.(2)	Vancouver, B.C.	Roger Lemyre Inc.(2)	Trois Rivières,
H C Kennedy & Sons Ltd.(2)(3)	Vancouver, B.C.		Qué.
Hanson Rod Company Inc.(1)(3)	Port Moody, B.C.	Ruddicks Fly Shop Ltd.(2)	Burnaby, B.C.
Hunters Sporting goods (1976)		S & M Kenworth Ltd.(2)	Calgary, Alta.
Ltd.(2)	Vancouver, B.C.	Savana Canada Sports Ltd.(2)	Montréal, Qué.
Inland Pacific Distributors		Shaben & Hamdon (1980) Ltd.(2)	Edmonton, Alta.
Ltd.(2)	Calgary, Alta.	Shakespeare Tackle Canada,	
Jay Norris Canada Inc.(2)	Montréal, Qué.	Div. of K-2 Ski Canada	
John Martens (1962) Co. Ltd.(2)	Winnipeg, Man.	Ltd.(2)	Richmond, B.C.
K Mart Canada Limited(2)	Brampton, Ont.	Shimano Canada Ltée(2)(3)	St-Laurent, Qué.
K T L Canada, Div. of 570506		Sumner Company Ltd.(2)	Moncton, N.B.
Ontario Limited(2)	Mississauga, Ont.	Tackle Box Ltd., The(2)	London, Ont.
Kolder Agencies Incorporated(2)	Markham, Ont.	Toronto Sun Publishing	
L G Custom Tackle Ltd.(1)(3)	Mount Hope, Ont.	Corporation(3)	Toronto, Ont.
Lakehead Wholesalers Ltd.(2)	Thunder Bay, Ont.	Wespac Products, Div. of Great	
Lower Dean River Lodge Ltd.(1)	Bella Coola, B.C.	West Steel Industries	
M Herman Co. (1974) Inc.(2)	Montréal, Qué.	Ltd.(2)(3)	Burnaby, B.C.
Mitchell Sports Canada (1984)		Western Canada Importers	
Corp.(2)(3)	Mississauga, Ont.	(Calgary) Ltd.(2)(3)	Calgary, Alta.
Noranda Forest Sales Inc.(2)	Toronto, Ont.	Wholesale Sports of Canada	
Normark Ltd.(3)	Oshawa, Ont.	Ltd.(2)	Calgary, Alta.
Northern Tackle Co. Inc.(3)	Guelph, Ont.	Wolff Marine Supply Ltd.(3)	Vancouver, B.C.
Orvis Co. Inc.(1)(2)	Manchester, VT,	Woodstream Corporation(1)(2)(3)	Niagara Falls,
	USA*		Ont.
Pacific Sports Ltd.(2)	Edmonton, Alta.	World Famous Sales of Canada	
Peetz Manufacturing (1977)		Inc.(2)(3)	Willowdale, Ont.
Ltd.(1)	Victoria, B.C.	Zellers Limited(2)	Montréal, Qué.

* Non-resident importer.

CANADIAN IMPORTERS

FISHING TACKLE AND PARTS

The principal 10 importers of fishing tackle and parts accounted for 51 per cent of the total import value during 1986. Six of these importers were wholesalers of sporting goods. Seven of the top 10 importers were located in Ontario.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (C\$ million)	<u>Per Cent of Total Value</u>
10	14.5	51
15	17.2	61
25	20.5	72
All Importers (271)	28.3	100

Importers of fishing tackle and parts during 1986 are listed below in alphabetical order. This list includes all importers except individuals and a minimal number of importers whose names were not available. The numbers in brackets following the names of the importers indicate the specific products they are importing as follows: (1) fishing reels; (2) fishing lines; (3) fishing hooks; (4) fish line sinkers; (5) fishing nets; (6) tackle boxes; (7) parts of fishing tackle; and (8) fishing tackle, not elsewhere specified.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
135170 Canada Inc.(3)(7)	Kingston, Ont.	Alliance Ro-Na Home Inc.(6)(8)	St. Jacobs, Ont.
8 Days Variety O/B 5 Chains Enterprises Corp. Ltd.(3)(7)(8)	Thornhill, Ont.	Alpine Industries Ltd.(3)(8)	Vancouver, B.C.
A Conway Beacham Ltd.(1)(2)(3)(8)	Downsview, Ont.	Alvo Industries Ltd.(3)	Brampton, Ont.
A H Besner Ltée(1)(2)(3)(4)(5)(6)(7)(8)	Valleyfield, Qué.	Ami du Sport R B Inc., L'(3)(8)	Ste-Thérèse-de-Blainville, Qué.
A J Wholesale Pool Supplies Ltd.(1)	Surrey, B.C.	Army & Navy Department Store Limited(2)(6)	Vancouver, B.C. Calgary, Alta.
Abu Sports Canada Ltd.(1)(2)(3)(7)(8)	Barrie, Ont.	Art Elgis Enterprises Limited(3)(4)(8)	Islington, Ont.
Acklands Limited(7)(8)	Winnipeg, Man.	Ateliers de Pêches Serge Bouchard Inc., Les(7)(8)	Joliette, Qué.
Acme Crafts Ltd.(1)(2)(3)(4)(5)(6)(7)(8)	Mississauga, Ont.	Au Bon Marché Inc.(8)	Sherbrooke, Qué.
Actif C T Laurentides Inc.(7)	Joliette, Qué.	B & G Marketing Services of Canada Ltd.(1)(2)(3)(6)(7)(8)	Orillia, Ont.
Agrès Caribou Inc.(3)	Dorval, Qué.	Barklays O/B Barklays Outdoor Marketing Group Ltd.(3)(8)	Oshawa, Ont.
Algonquin Outfitters, Div. of Ont. Canoe Trip Outfitters Ltd.(3)	Dwight, Ont.	Baron Produits de Plein Air Ltée(1)(3)(4)(5)(6)(7)(8)	Montréal, Qué.
Alliance Mercantile Inc.(3)(4)(5)(6)(8)	Vancouver, B.C.	Baron Editions Ltd., Le(3)	Montréal, Qué.

CANADIAN IMPORTERS (CONT'D)

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Baron Sports Centre Ltd.(1)(3) (4)(6)(8)	Montréal, Qué.	Distributions Canam Enrg.(3)	Boucherville, Qué.
Baywood Marine of North Bay Ltd.(7)	North Bay, Ont.	Distributions Chasse Pêche Ampleman Inc.(3)(6)(8)	Laval, Qué.
Beaver Lumber Company Ltd.(8)	Markham, Ont.	Dupont Canada Inc.(2)	Mississauga, Ont.
Bell Canada(6)	Montréal, Qué.	E-Z Loader Canada Ltd.(7)	Bolton, Ont.
Bell Hardware Distributors Ltd.(7)	Mississauga, Ont.	East-West Gift Centre Ltd.(8)	Vancouver, B.C.
Berkley & Company (Canada) Ltd.(1)(2)(3)(6)(7)(8)	Winnipeg, Man.	Enterprise la Mordue Inc.(8)	St-Colomban, Qué.
Best Tackle Mfg. Co. Canada Ltd.(3)	Windsor, Ont.	Eric le Moucheur Reg'd.(1)(2) (3)(6)	Montréal, Qué.
Binks Manufacturing of Canada Ltd.(3)	Toronto, Ont.	F A Peddlesden & Son Limited(3)(4)(8)	Trenton, Ont.
Borgfeldt Toys Canada Ltd.(5)	Scarborough, Ont.	F W Woolworth Company Ltd.(1)(3)(6)(7)(8)	Weston, Ont.
Boutique Chasse et Pêche de Beauce Inc.(1)(2)(3)(4)(5) (6)(8)	St-Georges Est, Qué.	Fagersta Secoroc Ltd.(8)	Burlington, Ont.
Bratlands Inc.(8)	Vermilion Bay, Ont.	Fédération des Coopératives du Nouveau Québec(3)	St-Laurent, Qué.
Browning Canada Sports Ltd.(1)(7)(8)	St-Laurent, Qué.	Ferlow Bros. Ltd.(2)(8)	Mission, B.C.
C G Emery International Ltd.(1)(2)(3)(5)(6)(7)(8)	Markham, Ont.	Fischer Agencies Ltd.(1)(3)(6) (7)(8)	Saskatoon, Sask.
C-Lite Industries Inc.(3)	Richmond, B.C.	Fishin Buddies Ltd.(8)	Orleans, Ont.
Canadian A B C Company Limited(8)	Montréal, Qué.	Fishin Hole (1982) Ltd., The(1)(7)(8)	Edmonton, Alta.
Canadian Tire Corporation Ltd.(1)(2)(3)(4)(5)(6)(7)(8)	Toronto, Ont.	Forest Glen Import Export Ltd.(1)(2)(3)(6)(8)	Truro, N.S.
Carnation Inc.(8)	Toronto, Ont.	Frontier Fishing Tours (1970) Ltd.(4)	Edmonton, Alta.
Chas Fidler & Son Ltd.(2)(3)(8)	Selkirk, Man.	Gadouille Distribution Inc.(6) (8)	Joliette, Qué.
Chilcotin Guns, Div. Jo-Jan Enterprises Ltd.(1)	Williams Lake, B.C.	Gagnon's Sports O/B 678454 Ontario Inc.(3)(7)	Oshawa, Ont.
City Industrial Sales Corp.(6)	Mississauga, Ont.	General Mills Canada Inc.(8)	Rexdale, Ont.
Coastal Equipment Agencies Limited(2)	Halifax, N.S.	Gibbs Nortac Industries Ltd.(3)(4)(5)(7)(8)	Burnaby, B.C.
Cochrane-Dunlop Limited(1)(6)	Etobicoke, Ont.	Glazers Incorporated(1)(2)(3) (7)(8)	Montréal, Qué.
Country Pleasures Enterprises Ltd.(1)(2)(3)(8)	Calgary, Alta.	Glitsch Canada Ltd.(4)	Uxbridge, Ont.
Creme Lure Company of Canada(8)	Markham, Ont.	Grande Chef Company(1)(7)	Oakville, Ont.
Cyanamid Canada Inc.(3)(8)	Willowdale, Ont.	Graycombe Associates Ltd.(7)	Etobicoke, Ont.
D H Howden & Co. Limited(2)	London, Ont.	Great Bear Lake Lodge Limited(8)	Winnipeg, Man.
D&R Sporting Goods Ltd.(3)(7)(8)	Thunder Bay, Ont.	Great Northern Sports Inc.(1) (2)(8)	Vancouver, B.C.
Daiwa Canada Ltd.(1)(2)(3)(7)(8)	Burnaby, B.C.	Grumco Ltd.(3)	Lansdowne, Ont.
Delta Tackle Company(3)(7)(8)	Delta, B.C.	H C Kennedy & Sons Ltd.(1)(2)(6) (7)(8)	Vancouver, B.C.
Direct Factory Sales Ltd.(1)(2)(3)(4)(5)(6)(7)(8)	Toronto, Ont.	Hallstone Products Ltd.(8)	Markham, Ont.
Distribution Chasse & Pêche de Chicoutimi Inc.(1)(3)(6)	Chicoutimi, Qué.	Hanson Rod Company Inc.(8)	Port Moody, B.C.
		Harpers Tire Service (Calgary) Ltd.(8)	Calgary, Alta.
		Helin Tackle Company Limited(3)(7)	Lasalle, Ont.

CANADIAN IMPORTERS (CONT'D)

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Home Hardware Stores Ltd.(6)	St. Jacobs, Ont.	Maritz Inc.(8)	St. Louis, MO, USA*
Homtronix Industries Ltd.(5)	Vancouver, B.C.	M Herman Co. (1974)	
Hot Spot Fishing & Lures Ltd.(8)	Victoria, B.C.	Inc.(1)(3)(4)(7)(8)	Montréal, Qué.
Hudsons Bay Company(2)(3)(8)	Toronto, Ont.	M P et J Dupont Inc.(7)	St-Hyacinthe, Qué.
Hunnisett & Edmonds Ltd.(8)	Toronto, Ont.	Magasin Latulippe Inc.(2)(5)	Québec, Qué.
Hunter's Sport Shop Ltd.(8)	North Battleford, Sask.	Marine Mail Order Supply Inc.(7)	Downsview, Ont.
I M P Group Ltd.(8)	Halifax, N.S.	Martin Industrial Sales Limited(3)(6)(7)(8)	Markham, Ont.
Inland Pacific Distributors Ltd.(1)(3)(6)(8)	Calgary, Alta.	Master Plumber Products Ltd.(6)	Hamilton, Ont.
Intermann Marine Marketing Ltd.(7)	Vancouver, B.C.	Merchants Consolidated Ltd.(1)(4)(6)(8)	Winnipeg, Man.
International Import Enrg.(8)	Cap-de-la- Madeleine, Qué.	Mercury Marine Ltd.(8)	Mississauga, Ont.
J A B Distributeur Enr.(4)	Chicoutimi, Qué.	Mitchell Sports Canada (1984) Corp.(1)(3)(7)(8)	Mississauga, Ont.
J Pascal Inc.(2)(3)(8)	Montréal, Qué.	Monsens Sporting Goods Ltd.(7)	Peterborough, Ont.
Jay Norris Canada Inc.(1)(3)	Montréal, Qué.	Mouches Neptune Inc.(3)	Drummondville, Qué.
Jim's Jig & Tackle Ltd.(3) (7)(8)	Edmonton, Alta.	N Hollander (1978) Inc.(1)(2) (3)(4)(5)(6)(7)(8)	Montréal, Qué.
John Martens (1962) Co. Ltd.(1)(3)(4)(5)(6)(8)	Winnipeg, Man.	N L Chem Canada Inc.(8)	Montréal, Qué.
Johnson Reels of Canada Ltd.(1) (3)	Orillia, Ont.	National Sea Products Ltd.(6)	Saskatoon, Sask.
K Mart Canada Limited(1)(3)(4)(6) (8)	Brampton, Ont.	Nikka Industries Ltd.(3)(7)(8)	Vancouver, B.C.
K T L Canada, Div. of 570506 Ontario Limited(1)(2)(3)(6) (7)(8)	Mississauga, Ont.	Normark Ltd.(2)(3)(7)(8)	Oshawa, Ont.
K-West Investments Ltd.(7)(8)	Regina, Sask.	Northern Tackle Co. Inc.(7)(8)	Guelph, Ont.
Ken's Tackle Limited(8)	Mississauga, Ont.	Onstead Foods Limited(8)	Woodbridge, Ont.
Kolder Agencies Incorporated(1) (3)	Markham, Ont.	Orvis Co. Inc.(7)(8)	Wheatley, Ont.
Kwikfish Lures Ltd.(7)	Windsor, Ont.	Pacific Sports Ltd.(1)(2)(3) (4)(5)(6)(7)(8)	Manchester, VT, USA*
L G Custom Tackle Ltd.(1)	Mount Hope, Ont.	Pacific Supply Company Ltd.(1)	Edmonton, Alta.
Lakehead Wholesalers Ltd.(1)(3)(6)(7)	Thunder Bay, Ont.	Papineau Distributeurs Inc.(8)	Vancouver, B.C.
Lakeland Bomber Bait Company(3)(7)(8)	Fort Frances, Ont.	Parry Sound Auto Parts Company Ltd.(8)	Templeton, Qué.
Leslee Sports Importing (Brockville) Ltd.(7)	Brockville, Ont.	Patco Inc.(3)(8)	Parry Sound, Ont.
Lindquist Bros. Bait Co. Ltd.(7)(8)	Windsor, Ont.	Pax Manufacturing Company Ltd.(5)(8)	Truro, N.S.
Lower Dean River Lodge Ltd.(8)	Bella Coola, B.C.	Pay Less Sales Ltd.(8)	Toronto, Ont.
Lucky Strike Bait Works Ltd.(3)(5)(7)(8)	Peterborough, Ont.	Peppercorn Holdings Ltd.(1)(2) (3)(7)(8)	Winnipeg, Man.
Luhr Jensen & Sons (B.C.) Ltd.(3)(7)(8)	Vancouver, B.C.	Perfection Tackle & Gun Smithing Ltd.(7)	Calgary, Alta.
Lumberland Building Materials Ltd.(6)	Burnaby, B.C.	Pollack Sporting Goods Ltd.(1)(3) (4)(5)(6)(7)(8)	Abbotsford, B.C.
M A L Distributing Inc.(3)(8)	North Bay, Ont.	Premier Fastener Ltd.(8)	Toronto, Ont.
		Puretic Fishing Gear Inc.(8)	Cleveland, OH, USA*
		Quest Distributors Ltd.(6)	Vancouver, B.C.
			Surrey, B.C.

CANADIAN IMPORTERS (CONT'D)

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
R B Smith 1976 Ltd.(8)	Sydney Mines, N.S.	Thomas & Betts Limited(6)	Iberville, Qué.
Rapid-Aid Ltd.(6)	Oakville, Ont.	Thompson-Pallister Bait Company Ltd.(3)(5)(7)(8)	Lacombe, Alta.
Rawlings Fishing Systems Ltd.(3)(7)	Thunder Bay, Ont.	Thornes, Division of Thorcom Inc.(1)	Saint John, N.B.
Redden Net Co. Ltd.(3)(7)(8)	Vancouver, B.C.	Thunder Bay Fishing Tackle Co. (3)	Winnipeg, Man.
Redl Industries Ltd.(1)(2)(3) (4)(5)(6)(7)(8)	Burnaby, B.C.	Tie Communications Canada Limited(7)	Markham, Ont.
Reeries Bait & Marine Limited(3)(6)(8)	West Hill, Ont.	Todds Sports Equipment Ltd.(5)	Owen Sound, Ont.
Revelstoke Companies Ltd.(6)	Calgary, Alta.	Tomic Lures Ltd.(7)	Sooke, B.C.
Rexfisher (Canada) Inc.(3)(5)(8)	Montréal, Qué.	Topometric Products Ltd.(8)	West Vancouver, B.C.
Rodgers & Son Ltd.(1)(3)(5)(6) (7)(8)	Dauphin, Man.	Toronto Star Newspapers Ltd.(3)	Toronto, Ont.
Roger Lemyre Inc.(1)(3)(5)(6)(8)	Trois Rivières, Qué.	Toys R Us Inc.(7)	Rexdale, Ont.
Royal Tools Corp.(6)	Montréal, Qué.	Trotac Marine Ltd.(3)	Victoria, B.C.
Royaume du Sport de la Rive Sud Ltée, Le(3)(8)	Longueuil, Qué.	W W Arcade, Div. of Imperial Lumber Co. Ltd.(6)(8)	Edmonton, Alta.
Ruddicks Fly Shop Ltd.(1)(2)(4) (7)(8)	Burnaby, B.C.	Wallace W Doak & Sons Ltd.(3)	Doaktown, N.B.
Sandvik Canada Inc.(7)(8)	Mississauga, Ont.	Western Automotive & Industrial Supply Co.(1) (3)(8)	Mississauga, Ont.
Sanex Inc.(6)	Toronto, Ont.	Western Basin Tackle Co. Ltd.(3)	Mississauga, Ont.
Savana Canada Sports Ltd.(1)(7)	Montréal, Qué.	Western Canada Importers (Calgary) Ltd.(1)(2)(3)(4) (5)(6)(7)(8)	Calgary, Alta.
Scotia Wholesale Limited (2)(3)(8)	Sydney, N.S.	Western Marine Company(7)	Vancouver, B.C.
Scott Plastics Ltd.(7)	Victoria, B.C.	Wholesale Sports of Canada Ltd.(1)(2)(3)(5)(6)(8)	Calgary, Alta.
Seventeen Ten Tackle Co.(4)(8)	North Bay, Ont.	Williams Gold Refining Company of Canada Ltd.(8)	Fort Erie, Ont.
Shakespeare Tackle Canada, Div. of K-2 Ski Canada Ltd.(1)(2)(8)	Richmond, B.C.	Wolff Marine Supply Ltd.(2) (7)(8)	Vancouver, B.C.
Shimano Canada Ltée(1)(7)(8)	St-Laurent, Qué.	Woodstream Corporation(1)(3) (4)(6)(7)(8)	Niagara Falls, Ont.
Slakap Inc.(8)	Winnipeg, Man.	Woodward Stores (Vancouver) Ltd.(6)	Vancouver, B.C.
Sports Brecks (1983) Inc.(2)(3) (7)(8)	Sherbrooke, Qué.	Yachters Choice Marine Products Inc.(7)	Mississauga, Ont.
Sports Harbour Inc.(6)(7)(8)	Ste-Angèle, Qué.	Zellers Limited(8)	Montréal, Qué.
Stanley Manufacturing Co. Ltd. (3)	Toronto, Ont.		
Stoney Creek Furniture Ltd.(1)	Stoney Creek, Ont.		
Sumner Company Ltd.(1)(2)(3)(4) (5)(6)(7)(8)	Moncton, N.B.		
T Eaton Co. Ltd.(6)	Toronto, Ont.		
Tackle Box Ltd., The(1)(8)	London, Ont.		
Tackle Town O/B Burlong Distributors Limited(3)(6)(8)	Burlington, Ont.		

* Non-resident importer.

FOREIGN EXPORTERS TO CANADA

FISHING RODS AND PARTS

Major exporters to Canada of fishing rods and parts are listed in descending order of dollar value by major country of export. These exporters accounted for 65 per cent of the total value of imports in 1986.

<u>Country</u>	<u>Exporter Name</u>	<u>Value of Imports</u> (C\$ 000)
Republic of Korea:	Silver Star Co. Ltd.	776
	Dongmi Industrial Co. Ltd.	721
	Lucky Goldstar International) Tae Won Corp.)	686*
	Haidong Industrial Co. Ltd.)	
	Pacific Products Korea	232
Taiwan:	Berkley International Co. Ltd.) Daiwa (Taiwan) Corp.)	1 768*
	Eizan Fishing Tackle)	
	Kun Nan Enterprise Ltd.	203
United States:	Sevenstrand Intl. Sales Corp.) G. Loomis Inc.)	349*
	Fenwick Woodstream Corp.)	
	Shakespeare Company, Fishing Tackle Div.	316
	Lamiglas Inc.	66

* Aggregated to preserve confidentiality of Canadian importers

FOREIGN EXPORTERS TO CANADA

FISHING TACKLE AND PARTS

Major exporters to Canada of fishing tackle and parts are listed in descending order of dollar value by major country of export. These exporters accounted for 45 per cent of the total value of imports in 1986.

<u>Country</u>	<u>Exporter Name</u>	<u>Value of Imports</u> (C\$ 000)
United States:	Fenwick Woodstream Corp.)
	Plastics Research and Development Corp.) 2 182*
	Luhr Jensen & Sons Inc.)
	Normark Corporation)
	Shurkatch Corporation)
	Eppinger Mfg. Co.)
	Master Fishing Tackle)
	Scotch Game Call Co. Inc.) 1 231*
	R. J. Tackle Inc.)
	C.S.I. Ltd.)
	Bomber Bait Company)
	Water Gremlin Co.)
	Lindy Little Joe)
	E.I. Dupont de Nemours) 555*
	Berkley & Co. Inc.)
	Zebco Div. Brunswick Corporation	484
	Acme Tackle Co.	365
	Plano Molding Co.	357
	Big Jon Inc.	245
	Shakespeare Co., Fishing Tackle Div.	235
Flambeau Products Corporation	171	
Blue Fox Tackle Co.	164	
The Weller Co.	98	

FOREIGN EXPORTERS TO CANADA (CONT'D)

<u>Country</u>	<u>Exporter Name</u>	<u>Value of Imports</u> (C\$ 000)
Japan:	Shimano Industrial Co. Ltd.	1 623
	Daiwa Seiko Inc.)	1 061*
	Ryobi Ltd.)	
	Shakespeare Company Fishing)	
	Tackle Div.)	
	Pacific Products Inc.	607
	Kansai Fishing Tackle Co. Ltd.	477
Republic of Korea:	Lucky Goldstar International)	1 333*
	United Products)	
	Pacific Products Inc.)	
	Dae Yang Fish Hook Ind. Co. Ltd.	249
	Silver Star Co. Ltd.	165
Taiwan:	Berkley International Co. Ltd.)	728*
	Omni Products Corp.)	
	Nan Shiang Plastic Industries)	
	Mountain Yi Hang Co.)	
	Eizan International Co. Ltd.	353

* Aggregated to preserve confidentiality of Canadian importers

FOR MORE INFORMATION PLEASE CONTACT:

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OR

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Service Industries and Consumer
Goods Branch
Industry, Science and Technology Canada
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 954-3109

REFERENCE SOURCES

Industry, Science and Technology Canada
Statistics Canada
Revenue Canada

ENQUIRIES CONCERNING TARIFFS SHOULD BE DIRECTED TO THE NEAREST CUSTOMS AND EXCISE OFFICE OR TO:

TARIFF PROGRAMS
REVENUE CANADA
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OTTAWA, ONTARIO
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EXPLANATORY NOTES

Valuation

Imports are generally recorded at the values established for customs duty purposes according to the provisions of the Customs Act. Customs values are identical to selling prices for most transactions between non-affiliated companies, but customs values exceed selling prices for many transactions between affiliated companies. All values are reported in Canadian dollars and do not include duty.

Average Growth Rate

Growth rates are calculated on the basis of annual compounding.

Rounding

Figures may not add due to rounding.

