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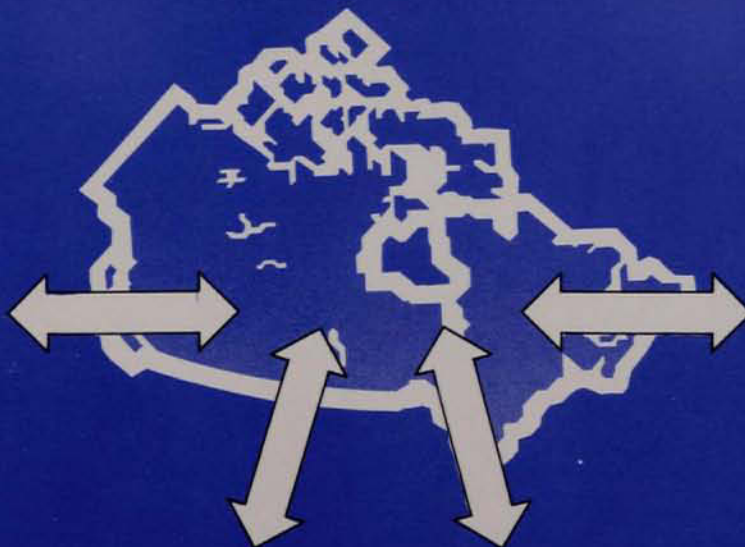
MARKET INTELLIGENCE

INSTANT DRIED NOODLES

**OCTOBER, NOVEMBER
AND DECEMBER 1988**

Pub. No.: 89006-RR

December 1989



Canada



ID. 3146

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FOR MORE INFORMATION PLEASE CONTACT:

Market Intelligence Division
Services to Business Branch
Industry, Science and Technology Canada
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 954-4970

OR
Grocery Products Division
Service Industries and Consumer
Goods Branch
Industry, Science and Technology Canada
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 954-3091

REFERENCE SOURCES

Industry, Science and Technology Canada
Statistics Canada
Revenue Canada

TARIFFS

Enquiries concerning **Canadian** tariffs should be directed to the nearest customs and excise office or to:

Tariff Programs
Revenue Canada
Customs and Excise
Ottawa, Ontario
K1A 0L5
Tel: (613) 954-6946

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

Info Export
External Affairs
Ottawa, Ontario
K1A 0G2
Tel: (613) 993-6435 OR
1-800-267-8376

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.

Method

The data shown in this analysis are extracted from Revenue Canada Customs documents. These documents provide a description of the products, names of importers, exporters, quantities, dollar values, unit prices, countries of origin, provinces of entry, tariff applications and rates of exchange.

The information presented in this report is more detailed than that generally available from Statistics Canada or other publications. Data which might reveal information about individual importers are aggregated.

Valuation

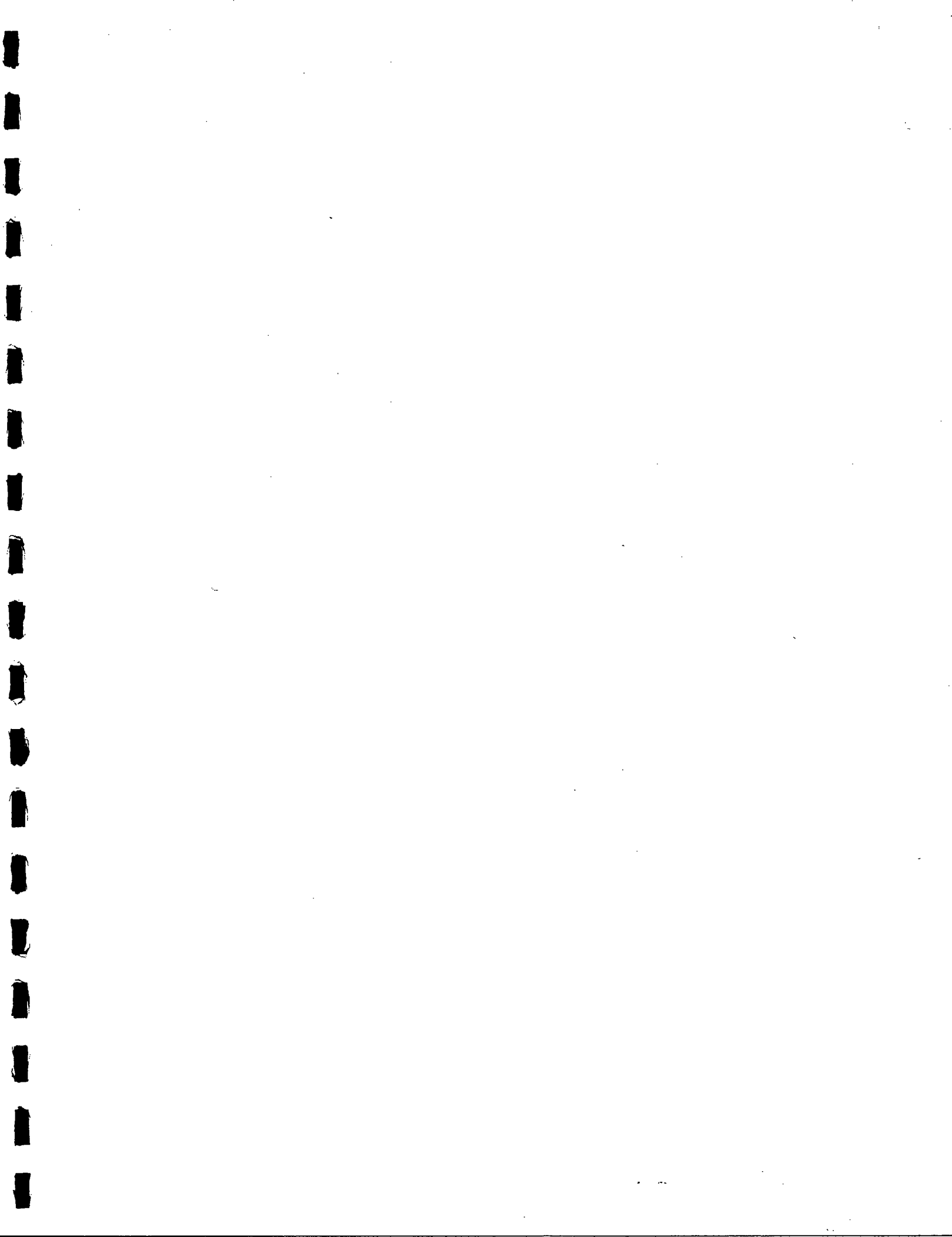
Dollar values shown in this report are based on selling price F.O.B. plant, in Canadian dollars. This selling price represents the value paid by the importer, excluding all freight, packing and insurance costs when specified. All trade discounts, when applicable, are also deducted from the selling price.

Rounding

Figures may not add due to rounding.

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IMPORT ANALYSIS

INSTANT DRIED NOODLES

I. INTRODUCTION AND SCOPE

This Import Analysis is one of a series prepared in order to assist businesses and other organizations in their market research of specific products. The detailed import 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 an import analysis is developed in close consultation with the client, and is tailored to meet those 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 analysis of imports on instant dried noodles is based on a detailed examination of Revenue Canada Customs import documents for the period of October to December 1988 for the following:

<u>Description</u>	<u>(H.S.) Commodity Codes Analysed</u>
Pasta whether or not cooked or stuffed (with meat or other substances) or otherwise prepared such as spaghetti, macaroni, noodles lasagna, gnocchi, ravioli, cannelloni, couscous whether or not prepared. (1902.)	
° Uncooked pasta, not stuffed or otherwise prepared:	
° Frozen containing eggs	1902.11.00.20
° Frozen, not containing eggs	1902.19.90.20
° Dried, not containing eggs	1902.19.90.30

II. ANALYSIS OF IMPORTS

IMPORTS OF INSTANT DRIED NOODLES

OCTOBER, NOVEMBER AND DECEMBER 1988

Imports of instant dried noodles totalled 3 475 334 packages for a value of \$563 933 for the period October to December 1988.

Imports of instant dried noodles were of two types: cups and flat packages.

Flat packages represented \$318 thousand or 56 per cent of the total value. Cups accounted for \$191 thousand, or 34 per cent of the total value. (Six percent of the imports by value did not show the container type.)

SUMMARY OF IMPORTS

BY TYPE OF CONTAINER

OCTOBER, NOVEMBER AND DECEMBER 1988

<u>Container Type</u>	<u>Value</u>		<u>Quantity</u>	
	<u>\$000</u>	<u>%</u>	<u>No. (000)</u>	<u>%</u>
Flat Packages	318	56	2 692	77
Cups	191	34	575	17
Type not shown	<u>54</u>	<u>10</u>	<u>208</u>	<u>6</u>
	564	100	3 475	100

Instant dried noodles in cups had prices ranging from \$0.14 to \$0.43, with an average price of \$0.33 per cup.

Flat packages had prices ranging from \$0.09 to \$1.80, with an average price of \$0.12 per package.

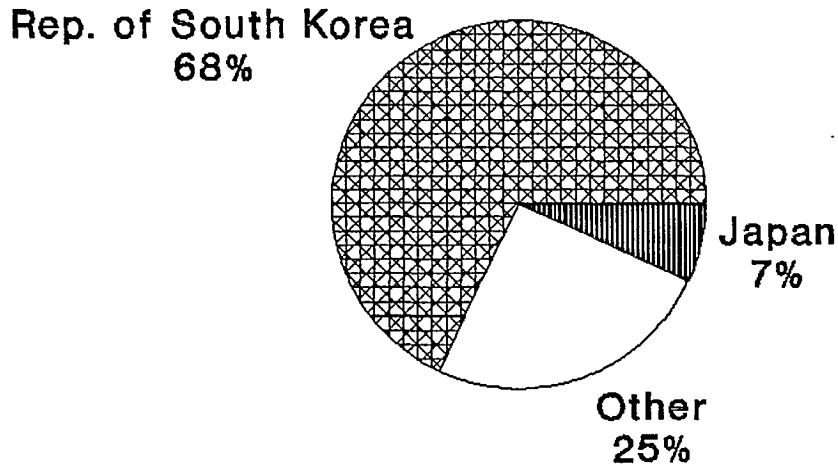
Further details on imports by container type and flavour are shown in Appendix A.

II. ANALYSIS OF IMPORTS (Cont'd)

IMPORTS OF INSTANT DRIED NOODLES BY COUNTRY OF ORIGIN

OCTOBER, NOVEMBER AND DECEMBER 1988

Of the total import market value, shipments originating from South Korea accounted for \$381 thousand or 68 per cent. Japan had 7 per cent. Singapore, Taiwan, Thailand and the United States together accounted for the remaining 25 per cent, or \$142 486.



100% = \$563 933

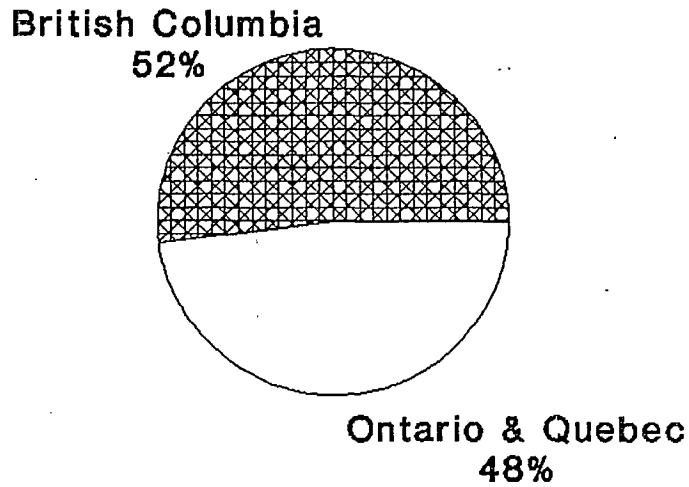
II. ANALYSIS OF IMPORTS (Cont'd)

IMPORTS OF INSTANT DRIED NOODLES

BY PROVINCE OF CONSIGNEE

OCTOBER, NOVEMBER AND DECEMBER, 1988

British Columbia was the major province of consignee, accounting for \$292 thousand or 52 per cent of the total import value, followed by Ontario and Quebec with 48 per cent.



100% = \$563 933

II. ANALYSIS OF IMPORTS (Cont'd)

IMPORTS OF INSTANT DRIED NOODLES

IMPORT MARKET CONCENTRATION

OCTOBER, NOVEMBER AND DECEMBER 1988

<u>Principal Consignees/Importers (By Value)</u>	<u>Cumulative Value (\$000)</u>	<u>Cumulative % of total value</u>
3	313	56
6	412	73
10	497	88
All Consignees/Importers (20)	564	100

There were 20 known consignees/importers of instant dried noodles during the period October to December 1988. The top three consignees/importers accounted for \$313 thousand dollars or 56 per cent of the total dollar value of imports. All consignees/importers are listed in alphabetical order in Appendix B.

III. CANADIAN PRODUCTION

According to Statistics Canada, noodles as described in this report are made in Canada. However, for reasons of confidentiality, separate data on production or shipments by Canadian manufacturers are not available.

APPENDIX A

IMPORTS OF INSTANT DRIED NOODLES
BY CONTAINER TYPE AND FLAVOUR

OCTOBER, NOVEMBER AND DECEMBER 1988

<u>Container Type</u>	<u>Flavour</u>	<u>Quantity No. of Packages</u>	<u>Value (\$)</u>	<u>% Total Value</u>	<u>Average Unit Price (\$)</u>
Cup	Chicken	178 728	58 132	10.3	0.33
	Beef	174 960	56 111	9.9	0.32
	Shrimp	72 840	26 665	4.8	0.37
	*Other	<u>148 776</u>	<u>50 330</u>	<u>8.9</u>	<u>0.34</u>
	TOTAL	575 304	191 238	33.9	0.33

*OTHER INCLUDES: MUSHROOM, VEGETABLE, ORIENTAL, PORK AND CRAB.

<u>Container Type</u>	<u>Flavour</u>	<u>Quantity No. of Packages</u>	<u>Value (\$)</u>	<u>% Total Value</u>	<u>Average Unit Price (\$)</u>
Flat Packages	Chicken	585 150	63 198	11.3	0.11
	Beef	542 550	62 454	11.2	0.12
	Pork	382 950	46 621	8.3	0.12
	Shrimp	318 600	29 547	5.2	0.09
	Mushroom	268 800	24 438	4.3	0.09
	Crab	216 420	22 045	3.9	0.10
	Oriental	218 400	20 187	3.6	0.09
	Prawn	46 230	8 436	1.5	0.18
	*Other	<u>113 100</u>	<u>40 843</u>	<u>7.2</u>	<u>0.36</u>
	TOTAL	2 262 200	318 489	56.5	0.12

*OTHER INCLUDES: SEAFOOD, ONION, MAMAMEN/FRIED SAUCE, LOBSTER AND VEGETABLE.

NOT KNOWN	<u>207 830</u>	<u>54 206</u>	<u>9.6</u>	<u>0.26</u>
GRAND TOTAL	3 475 334	563 933	100.0	0.16

APPENDIX B

CANADIAN IMPORTERS

OCTOBER, NOVEMBER AND DECEMBER 1988

Consignees/Importers of instant dried noodles during the period October to December 1988 as indicated in the report, 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>
Anderson Watts Ltd.	Burnaby, B.C.
Big (7) Seven Trading Co.	Concord, Ont.
Grace Kennedy (Ontario) Inc.	Richmond Hill, Ont
Hopewell Foods Co. Ltd.	Scarborough, Ont.
I.D. Foods Corporation	Laval, Qué.
Kar-Wah Trading Co. Ltd.	Montreal, Qué.
Kien Fat Trading Co. Ltd.	Toronto, Ont.
Korean Airlines Ltd.	Toronto, Ont.
Marafuji Trading Co. Ltd.	Vancouver, B.C.
Nadiscorp Ltd.	Scarborough, Ont.
Pan Asia Food Co. Ltd.	Mississauga, Ont.
Pantry Shelf Food Corp.	Weston, Ont.
Powell Trading Co.	Vancouver, B.C.
Tiger Trading Co. Ltd.	Burnaby, B.C.
Toyo Importing Co. Ltd.	Richmond, B.C.
Western Commodities Ltd.	New Westminster, B.C.
Yamato Trading Co. Ltd.	Vancouver, B.C.
YHS Trading (Canada) Ltd.	Richmond, B.C.

FOREIGN EXPORTERS TO CANADA

OCTOBER, NOVEMBER AND DECEMBER 1988

Exporters to Canada of Instant Dried Noodles during the period October to December 1988 are listed below in descending order of dollar value. Names are as shown on the shipping documents. These exporters accounted for all the analysed value of \$564 thousand, in the period.

<u>Name</u>	<u>Address</u>	<u>Value of Imports</u> (\$000)
Nong Shim Co. Ltd.	Seoul, Korea	181
Maruchan Inc.	Irvine CA, U.S.A.)	269
Samyang Food Co. Ltd.	Seoul, Korea)*	
Wei-Lith Food Ind. Co. Ltd.	Taipei, Taiwan)	
First Astan Food Corp.	Vernoon CA, U.S.A.)	65
Nikka Foods Co. Ltd.	Kobe, Japan)*	
Tat Hui Food Pie Ltd.	Singapore)	
First World Imports Exports Ltd.	Bangkok, Thailand)	36
Sam Jin Trading Co. Ltd.	Seoul, Korea)*	
Taisai Trading Co. Ltd.	Kobe, Japan)	
Korean Airlines Ltd.	Korea)	13
Yoshikawa Corporation	Yokohama, Japan)	
Kori Corporation	Chunbuk, Korea)*	
Yeo Hiap Seng Ltd.	Singapore)	
		<u>564</u>

* Aggregated in order to preserve confidentiality of Canadian importers.

CANADIAN SUPPLIERS

The following lists are taken from two sources: a) the Business Opportunities Sourcing System (BOSS), a computerized data bank established by the federal department of Industry, Science and Technology Canada (ISTC); and, b) the Canadian Trade Index, published by the Canadian Manufacturers' Association (CMA). These lists may not include all suppliers of the products in question, as companies must themselves register in BOSS or the Canadian Trade Index. In both cases, information on Canadian products supplied is as given by the companies.

BOSS

Canadian companies are arranged in alphabetical order.

INSTANT DRIED NOODLES

<u>Name</u>	<u>Address</u>
Aliments Beatrice Québec Inc.	Laval, Qué.
Canasoy Enterprises Limited	Vancouver, B.C.
Catelli Inc.	Weston, Ont.
* H.J. Heinz Co. of Canada Ltd.	Toronto, Ont.
Instant Foods Inc.	Winnipeg, Man.
Lee's Food Products Limited	Toronto, Ont.
Les Aliments Asia Inc.	Québec, Qué.
Mark Wings Noodle Mfg. Limited	Saskatoon, Sask.
Moyal Brothers Limited	Saskatoon, Sask.
Old Fashion Noodle Products	Winnipeg, Man.
* Padovano Ravioli Food Mfg. Co. Ltd.	North Burnaby, B.C.
* Sunco Foods	Winnipeg, Man.
The Creamette Co. of Canada Ltd.	Winnipeg, Man.
Wing's Food Products	Toronto, Ont.

* Company engaged in export trade

Any enquiries and/or comments regarding the BOSS list should be directed to:

Business Opportunities Sourcing System (ABOS)
Industry, Science and Technology Canada
235 Queen Street
Ottawa, Ontario K1A 0H5
Tel: (613) 954-5031
Telex: 053-4123

CANADIAN SUPPLIERS (Cont'd)

CANADIAN TRADE INDEX

Canadian companies are arranged in alphabetical order.

MACARONI

<u>Name</u>	<u>Address</u>
The Borden Co. Ltd.	Willowdale, Ont.
Camile Foods & Spices	Toronto, Ont.
Campbell Soup Co. Ltd.	Toronto, Ont.
Canadian Home Products Ltd.	North York, Ont.
* Canasoy Enterprises Ltd.	Vancouver, B.C.
* Catelli Canada	Weston, Ont.
Creamette Co. of Canada Ltd.	Winnipeg, Man.
Facchin Foods Co. Ltd.	Edmonton, Alta
General Mills Canada Inc.	Rexdale, Ont.
* Great China Ent. Ltd.	Toronto, Ont.
Kraft Ltd.	Mount-Royal, Qué.
* Primo Food Ltd.	Weston, Ont.
Romi Food	Weston, Ont.
Sunning Food Co. Ltd.	Vancouver, B.C.
Wing Hing Lung Ltd.	Toronto, Ont.

* Indicates firms engaged in export trade

Any enquiries and/or comments regarding the Canadian Trade Index list should be directed to:

The Canadian Manufacturers' Association
One Yonge Street
Toronto, Ontario
M5E 1J9
Tel: (416) 363-7261
Telex: 065-24693

CANADIAN AND FOREIGN TARIFFS

Instant Dried Noodles included in this analysis were dutiable under the following Canadian tariff items.

<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>
1902.11.00	Uncooked pasta not stuffed or otherwise prepared: containing eggs	10	6.5	9
1902.19.90	Uncooked pasta not stuffed or otherwise prepared:	10	6.5	9

Enquiries concerning tariffs should be directed to the nearest Customs and Excise office or to:

Tariffs
Revenue Canada
Customs and Excise
Ottawa, Ontario
K1A 0L5
TEL: (613) 954-6946

FOREIGN COUNTRIES

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

Info Affairs
External Affairs
Ottawa, Ontario
K1A 0G2
Tel: (613) 993-6435 or 1-800-267-8376