

HF
3221
.I4
no.
86004-PM

IMPORT ANALYSIS

L'E
Librer

SOYA BEVERAGES

JANUARY TO MARCH 1985



Government
of Canada

Gouvernement
du Canada

Regional Industrial
Expansion

Expansion industrielle
régionale

Canada

Pub. No. 86004-PM
I.D. 2552
June 3, 1986

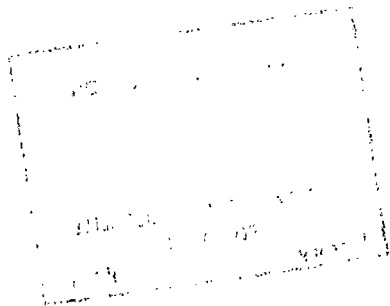


SOYA BEVERAGES

JANUARY TO MARCH 1985

Further information available from:

Market Information and Analysis Division
Market Development Branch
Regional Industrial Expansion
Ottawa, Canada, K1A 0H5
Tel: (613) 954-4970



© Copyright 1984

Crown in Right of Canada. No part of this report may be reproduced without the written consent of the Minister of Regional Industrial Expansion.

C O N T E N T S

<u>SECTION</u>		<u>Page</u>
I	INTRODUCTION	
	Scope of Analysis	3
	Method	3
	References	3
II	ANALYSIS AND OBSERVATIONS	
	Analysis of Imports	4
III	RESULTS	
	Canadian Importers	5
	Foreign Exporters to Canada	5
	Table 1 - Imports of Soya Beverages by Package Size and Country of Origin	6
	Table 2 - Imports of Soya Beverages By Flavor and Import Market Concentration	6
	Canadian and Foreign Tariffs	7

SECTION I - INTRODUCTION

Scope of Analysis

This analysis of soya beverages is based on a detailed examination of Revenue Canada Customs import documents for the period January to March 1985.

Due to the complex nature of classifying this product it was necessary to examine the following Canadian International Trade Classification (C.I.T.C.) Import Commodity Codes:

- 74-99-39 Blended Fruit Juice, Not Concentrated, Excluding Canned, Not Elsewhere Specified
- 144-99-90 Materials for Food Preparations, Not Elsewhere Specified
- 146-99-89 Food Preparations, Not Elsewhere Specified
- 171-70-89 Fruit Drinks, Excluding Natural Fruit Juices, Not Elsewhere Specified
- 171-99-90 Non-Alcoholic Beverages, Not Elsewhere Specified

Method

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

Please note that dollar values shown 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.

References

- (1) Customs Tariff: Item 71100-7
- (2) Canadian International Trade Classification
(Cat. #65-502E, Statistics Canada)
- (3) Imports by Commodities
(Cat. #65-007, Statistics Canada)
Commodity Code(s) 74-99-39, 144-99-90, 146-99-89,
171-70-89 and 171-99-90

SECTION II - ANALYSIS AND OBSERVATIONS

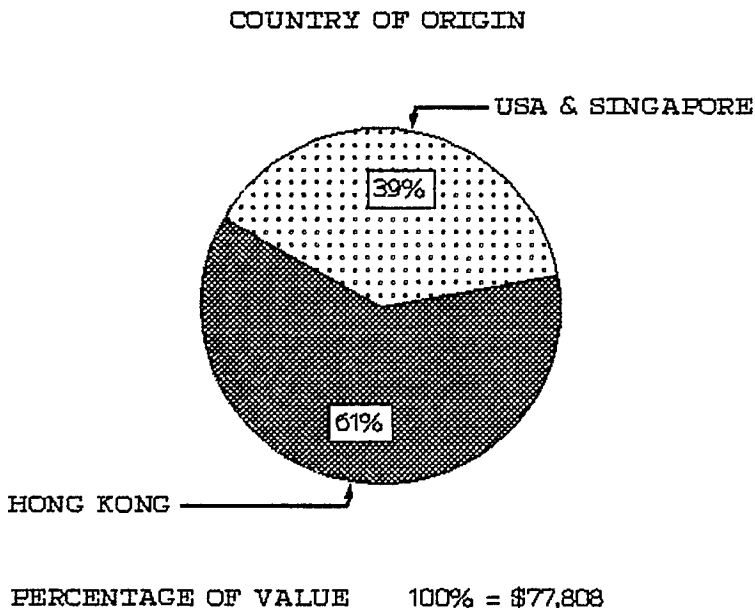
Analysis of Imports

Imports of soya beverages, as reported on documents examined for the period January to March 1985, were valued at \$77,808.

Soya beverages were imported in packages of 6, 10 and 14 ounce, 250 ml and 350 ml sizes of which the 250 ml size accounted for 66 per cent of total value (see Table 1).

Fifty-three percent of imports by dollar value entered British Columbia ports. The remaining provinces of entry in descending order of dollar value were Ontario and Alberta.

Hong Kong was the major country of origin accounting for \$47,583 or 61 per cent of the total dollar value. For further details see Table 1.



In total there were 10 importers of soya beverages, the top 6 accounting for 95 per cent of the total value. Imports of plain soya beverages were the most prominent. For further details see Table 2.

SECTION III - RESULTS

Canadian Importers

Importers of soya beverages during the period January to March 1985, as analyzed in this report are listed below in alphabetical order.

<u>Name</u>	<u>Address</u>
Alpha Basics Corporation	Kitchener, Ontario
Canadian Soya Industries Limited	Vancouver, British Columbia
Donmar Foods	Markham, Ontario
Eco Farms	Harriston, Ontario
Fook Wah Enterprises Limited	Vancouver, British Columbia
NHA Trang Marketing	Calgary, Alberta
Nation Wide Natural Foods	Richmond, British Columbia
Tai Fat Trading Limited	Edmonton, Alberta
Tai Tung Kee Trading Company Ltd.	Toronto, Ontario
Y.H.S. Trading (Canada) Limited	Richmond, British Columbia

Foreign Exporters to Canada

Exporters to Canada of Soya Beverages as analyzed in this report are listed below in descending order of dollar value.

<u>Name</u>	<u>Address</u>
The Hong Kong Soya Bean Products Company Limited	Kowloon Hong Kong
Tong Fook Hong Trading Company Limited	Hong Kong
Eden Foods Incorporated	Clinton, MI United States
Y.H.S. (U.S.A.) Inc.	San Jose, CA United States
Ku Fung Trading Company	Hong Kong
Yeo Hiap Seng Limited	Singapore
Tiao Tpeng Trading Company	San Francisco, CA United States
Ener-G Foods Incorporated	Seattle, WA United States

TABLE 1

IMPORTS OF SOYA BEVERAGES
BY PACKAGE SIZE AND COUNTRY OF ORIGIN
JANUARY TO MARCH 1985

<u>Package Size</u>	<u>Quantity</u> (No. of packages)	<u>Value</u> (\$)	<u>Country of Origin</u>	
			<u>Hong Kong</u> (% of Value)	<u>Other</u>
6 oz.	41,370	16,913	-	100
250 ml.	315,548	51,948	84	16
Other sizes ** (10, 14 oz. 300 ml.)	10,800	3,842	-	100
Not Known	<u>14,850</u>	<u>5,105</u>	<u>81</u>	<u>19</u>
Total	382,568	77,808	61	39

TABLE 2

IMPORTS OF SOYA BEVERAGES
BY FLAVOR AND IMPORT MARKET CONCENTRATION

<u>Flavor</u>	<u>Quantity</u> No. of packages	<u>Value</u> (\$)	<u>Import Market Concentration</u>	
			<u>Market Share</u> Top 3 (% of Value)	<u>Top 6</u>
Plain	227,690	43,943	60	86
Cranberry	7,620	3,198	100	-
Black Currant)				
Carob)				
Guava)				
Malt)**	147,258	30,667	49	100
Mango)				
Orange)				
TOTAL	382,568	77,808	68	95

** Aggregated to preserve confidentiality.

Canadian and Foreign Tariffs

Canada

Soya beverages included in this analysis were dutiable under the following most commonly applied tariff item.

<u>Tariff Item</u>	<u>Description</u>	<u>British Preferential Tariff</u>	<u>U.K. & Ireland</u>	<u>Most Favoured Nation Tariff</u>	<u>General Tariff</u>	<u>General Preferential Tariff</u>
71100-7	Prepared foods and beverages, including ingredients therefor, for human consumption; ingredients for animal and poultry feeds; all the foregoing which otherwise would be classified under tariff item					
71100-1.....	1984	15%	17.5%	25%	11.5%	17.5%
.....	1985	15%	17.5%	25%	11.5%	17.5%

Tariff Arrangements and Foreign Countries of Export:

(Hong Kong falls within M.F.N. and General Preferential category)

Tariff items and rates of duty are subject to change and need to be verified by direct reference to:

Tariff Programs
Revenue Canada
Customs and Excise
Ottawa, Ontario
K1A 0L5
Tel: (613) 996-6595

Foreign Countries

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

Info Export
Export Programs and Services Bureau
External Affairs Canada
Ottawa, Ontario
K1A 0G2
Tel: (613) 993-6435

NOTE: In order to qualify for general preferential tariff treatment a special certificate of origin is required.

