PURCHASERS' QUESTIONNAIRE FRESH AND CHILLED SALMON FROM NORWAY

Return completed questionnaire to:

UNITED STATES INTERNATIONAL TRADE COMMISSION

Office of Investigations, Room 615 500 E Street, SW, Washington, DC 20436

So as to be received by the Commission by no later than August 15, 2005

The information called for in this questionnaire is for use by the United States International Trade Commission in connection with its countervailing duty and antidumping review investigations concerning fresh and chilled Atlantic salmon from Norway (invs. Nos. 701-TA-302 and 731-TA-454 (Second Review)). The information requested in the questionnaire is requested under the authority of the Tariff Act of 1930, title VII. This report is mandatory and failure to reply as directed can result in a subpoena or other order to compel the submission of records or information in your possession (19 U.S.C. § 1333(a)). Further information on this questionnaire can be obtained from John Benedetto (202-205-3270).

Name of	firm		
Address			
City		State Z	ip code
World V	Vide Web address		
	firm purchased fresh and chilled Atlantic salmon (or foreign) at any time since January 1, 1999?	(as defined in the instruction boo	oklet) from any source
\square_{NO}	(Sign the certification below and promptly retu	rn only this page of the question	nnaire to the Commission)
YES	(Read the instruction booklet carefully, comple return the entire questionnaire to the Commissi		sign the certification, and
			_
	CERTIF	ICATION	
	information herein supplied in response to this qu stand that the information submitted is subject to		
	ertification I also grant consent for the Commissio questionnaire and throughout these reviews in a		
	questionnaire and inroughout these reviews in d the same or similar merchandise. (If you do not		
s employees, an cords of these r the programs a	at information submitted in this questionnaire resp ad contract personnel who are acting in the capo veviews or related proceedings for which this infor and operations of the Commission pursuant to 5 U	icity of Commission employees mation is submitted, or in intern	, for developing or maintaining the nal audits and investigations relating
on-disclosure a _l	greements.		
_			
ame and Title	e of Authorized Official	Date	
		<u>(</u>)	<u>(</u>)
ignature of Ai	uthorized Official	Phone	Fax

PART I.--GENERAL QUESTIONS

The questions in this questionnaire have been reviewed with market participants to ensure that issues of concern are adequately addressed and that data requests are sufficient, meaningful, and as limited as possible. Public reporting burden for this questionnaire is estimated to average 20 hours per response, including the time for reviewing instructions, searching existing data sources, gathering the data needed, and completing and reviewing the questionnaire. Send comments regarding the accuracy of this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to the Office of Investigations, U.S. International Trade Commission, 500 E Street, SW, Washington, DC 20436.

		number of hours required and the completing the form.	cost to y	our firm of p	oreparing the
	•		hour	rs	_ dollars
	of specific questions	nents you may have for improving s. Please attach such comments to			
the instruc		of establishment(s) covered by this orting guidelines). If your firm is possible symbol.			
I		min mout has one other firms?			
Is your firi	m owned, in whole o	or in part, by any other firm?			
No	YesList t	the following information.			
Firm name	2	Address		Extent of ownership	
1 IIIII IIIIII	<u> </u>	rudiess		<u>ownersinp</u>	
			-		
Does your		ed firms, either domestic or foreign antic salmon from Norway into the	e United	States or wl	nich are
		chilled Atlantic salmon from Nor	way to the	he United St	ates?
	n exporting fresh and	chilled Atlantic salmon from Nor the following information.	way to t	he United St	ates?
engaged in	n exporting fresh and YesList t		way to ti	he United Sta	ates?

PART I.--GENERAL QUESTIONS--Continued

Firm nama	Address	Affiliation
<u>Firm name</u>	Address	Affiliation
	<u> </u>	
company or any rela	stionnaire we request a copy of your ed firm have a business plan or any expected future market conditions for	nternal documents that describe
company or any rela		nternal documents that describe fresh and chilled Atlantic salmo

PART II.--PURCHASES

II-1. Report, as indicated below, your firm's purchases (either directly or through a sales agent or broker) of fresh and chilled Atlantic salmon. Report based on delivery date, not order date.

(Quantity in 1,000 pounds, value in \$1,000)						
ltem	2000	2001	2002	2003	2004	JanJune 2005
PURCHASES OF PRODUCT PRODUCED IN THE UNITED STATES:						
Quantity						
Value						
PURCHASES OF PRODUCT IMPORTED FROM NORWAY:						
Quantity						
Value						
PURCHASES OF PRODUCT IMPORTED FROM ALL OTHER COUNTRIES:1						
Quantity						
Value						
¹ Please identify these countries:						

II-2. If the relative levels of your firm's purchases of fresh and chilled Atlantic salmon from different sources (both domestic and foreign) have changed since 2000 (the year in which the countervailing and antidumping duty orders under review were continued), please list the country, state whether the relative share from that country has increased or decreased, and state the reason.

Country	Increase/decrease	Reason

PART II.--PURCHASES--Continued

II-3.

-Skip to (c) Yes has your pattern of purchasing fresh and chilled Atlantic salmon from Norway disince 1991? our pattern of purchasing is essentially unchanged. , we discontinued purchases from Norway because of the orders. , we reduced purchases from Norway because of the orders. , but we changed the pattern of purchases from Norway for reasons other in the orders (please explain below).
, we discontinued purchases from Norway because of the orders. , we reduced purchases from Norway because of the orders. , but we changed the pattern of purchases from Norway for reasons other
, we reduced purchases from Norway because of the orders. , but we changed the pattern of purchases from Norway for reasons other
, but we changed the pattern of purchases from Norway for reasons other
or pattern of purchasing fresh and chilled Atlantic salmon from nonsubject foreign
changed since 1991 (please check all that apply).
did not purchase from nonsubject foreign sources before or after the orders.
our pattern of purchasing is essentially unchanged.
, we increased purchases from nonsubject countries because of the orders.
, but we changed our pattern of purchases from nonsubject countries for reasons er than the orders (please explain below).

111-1.	2	st describes your firm as a pily, noting the specific end us	ses if known)?
	Further processor	Regional distributor	National distributor
	Supermarket chain	Restaurant chain	
	Other, please specify:		
III-2.		utor or reseller of fresh and chilled	chilled Atlantic salmon, what are the major Atlantic salmon?
	(b) Do you compete for sa purchase fresh and chilled	•	ne producers or importers from which you
III-3.	and chilled Atlantic salmo	n consumed, the top 3 produ	salmon, list in order of quantity of fresh cts for which your firm purchases fresh ut. Please indicate what percentage of the salmon.
	Product you produce	·	st accounted for by lled Atlantic salmon
	1	1	
	2	2	
	3	3	
III-4.	· · · · · ·		ntic salmon, has the demand for your tlantic salmon changed since January 1,
	Increased	Unchanged I	Decreased
	(b) Has this had any effect	on your firm's demand for t	fresh and chilled Atlantic salmon?
	-		

Have there 1999?	been any changes in the end uses of fresh and chilled Atlantic salmon since January 1
No	YesDiscuss the changes, noting the time period in which they occurred.
Do you ant future?	cipate any changes in terms of the end uses of fresh and chilled Atlantic salmon in th
No	YesPlease describe and identify the time period. Provide any underlying assumptions, along with relevant portions of business plans or other supporting documentation, that address this issue.
(a) Please 1 Atlantic sal	st in order of importance any products that may be substituted for fresh and chilled mon.
(1)	(2)(3)
	n possible substitute product, please give examples of applications and end uses for are substitutes.
(c) Have chesalmon?	anges in the prices of these products affected the price for fresh and chilled Atlantic
No	Yes-Please explain.
	been any changes in the number or types of products that can be substituted for fresh Atlantic salmon since January 1, 1999?
No	YesPlease explain.

III-9.	Do you anticipate any changes in terms of the substitutability of other products for fresh and chilled Atlantic salmon in the future?
	No YesPlease describe. Provide any underlying assumptions, along with relevant portions of business plans or other supporting documentation, that address this issue.
III-10.	How has demand within the United States (and outside the United States, if known) for fresh and chilled Atlantic salmon changed since January 1, 1999?
	Increased Unchanged Decreased
	Other (describe)
	What were the principal factors affecting changes in demand?
III-11.	Do you anticipate any future changes in fresh and chilled Atlantic salmon demand in the United States and, if known, the rest of the world?
	No YesPlease describe and identify the time period. Provide any underlying assumptions, along with relevant portions of business plans or other supporting documentation, that address this issue.
III-12.	Please provide as separate attachments to this request any studies, surveys, etc., that you are aware of that quantify and/or otherwise discuss fresh and chilled Atlantic salmon demand and/or factors affecting fresh and chilled Atlantic salmon demand in the (1) United States, (2) each of the major producing/consuming countries, including those subject to this review, and (3) the world as a whole. Of particular interest are such data on an annual basis from January 1, 1999, to the present and forecasts of these demand data.

III-13.	Have any changes occurred in any factors affecting supply (e.g., changes in availability or prices of raw materials, energy or labor; transportation conditions; production capacity and/or methods of production; technology; export markets; or alternative production opportunities) that affected the availability of U.Sproduced fresh and chilled Atlantic salmon in the U.S. market since January 1, 1999?
	No YesPlease note the time period(s) of any such changes, the factors(s) involved, and the impact such changes had on your shipment volumes and prices.
III-14.	(a) Are you aware of the country of origin for the fresh and chilled Atlantic salmon that you purchase?
	Always Usually Sometimes Never
	(b) Is buying a product that is produced in the United States an important factor in your firm's purchases of fresh and chilled Atlantic salmon (please check ALL that apply)?
	No
	YesPurchases of domestic product are required by law or regulation (for example, government purchases under "Buy American" provisions). This involves percent of all purchases of fresh and chilled Atlantic salmon.
	YesPurchases of domestic product are not required by law or regulation, but are by your customers. This involves percent of all purchases of fresh and chilled Atlantic
	salmon. YesPurchases of domestic product are required for other reasons (please specify these reasons below). This involves percent of all purchases of fresh and chilled Atlantic salmon.

	sh and chilled Atlantic salmon market subject to business cycles or conditions of distinctive to fresh and chilled Atlantic salmon?
No	YesPlease explain and provide estimates of the duration of any such cycl
	emergence of new markets for fresh and chilled Atlantic salmon since January 1, ed the business cycles or conditions of competition distinctive to fresh and chilled non?
No	YesPlease explain any such changes.
	emergence of new U.S. country of origin labeling (COOL) regulations affected the eles of conditions of competition distinctive to fresh and chilled Atlantic salmon? YesPlease explain any such changes.
	eased consumer awareness of the differences between wild and farmed Atlantic eted the business cycles or conditions of competition distinctive to fresh and chille mon?
\square_{No}	
LI NO	YesPlease explain any such changes.
NO	☐ YesPlease explain any such changes.
(e) Have con	hsumers' perceptions of brand affected the business cycles of conditions of distinctive to fresh and chilled Atlantic salmon?
(e) Have con	nsumers' perceptions of brand affected the business cycles of conditions of

III-16.	Who are your major competitors?
III-17.	Does your firm and, to the extent that you know, do your customers make purchasing decisions involving fresh and chilled Atlantic salmon based on the producer of the fresh and chilled Atlantic salmon you purchase?
	Your firm:
	Your customers:
	If at least sometimes, please discuss how your firm or your customers determine the producer and why this information is important.
	Your firm:
	Your customers:
III-18.	Does your firm and, to the extent that you know, do your customers make purchasing decisions involving fresh and chilled Atlantic salmon based on the country of origin of the fresh and chilled Atlantic salmon you purchase?
	Your firm:
	Your customers:
	If at least sometimes, please discuss how your firm or your customers determine the source and why this information is important.
	Your firm:
	Your customers:

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued III-19. (a) How frequently do you make purchases? ∐Weeklv Ouarterly Annually Monthly Daily Other (specify) (b) Do you expect this purchasing pattern to change in the next two years? Yes--How and why do you expect these changes to occur? III-20. How many suppliers do you generally contact before making a purchase? III-21. (a) Do purchases of fresh and chilled Atlantic salmon usually involve negotiations between supplier and purchaser? No Yes--Please describe these negotiations. In your response, please comment on whether purchasers generally quote competing prices as part of the negotiation process. (b) Does your firm tend to vary its purchases from a given supplier within a specified time period based on the price offered for that period? Yes--Specify the time period. III-22. Have you changed suppliers in the last 5 years? ☐ Yes--Please list the supplier or suppliers and indicate whether the firm was added or dropped as a supplier. Also give the reasons for the change and how frequently you change suppliers.

III-23.	23. (a) Are you aware of any new suppliers, either foreign or domestic, that have entered the marked in the last 3 years?					
	No YesPlease identify the firms and indicate how you become aware of them.					
	(b) Do you expect new fresh and chilled Atlantic salmon suppliers to enter the market in the future?					
	No YesPlease provide details, noting the specific future time period in your response.					
III-24.	Do you require your suppliers to become certified or prequalified with respect to the quality or other characteristic of the fresh and chilled Atlantic salmon they sell to your firm?					
	No Yes— percent of purchases in 2004 Yes—all purchases					
	Please provide a general description of the certification or qualification process and the time required.					
III-25.	Briefly describe the factors that you consider when qualifying a new supplier (e.g., quality of product, reliability of supplier, etc.) and estimate the time it takes to certify or qualify a new supplier.					
III-26.	Since January 1, 1999, have any domestic or foreign producers failed in their attempts to certify or qualify their fresh and chilled Atlantic salmon with your firm or have any producers lost their approved status?					
	No YesPlease identify these firms, the countries where they are located, and the reasons why they failed the certification/qualification process.					

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-27. (a) For the factors listed below, please rate each in terms of its importance in your purchase decision for fresh and chilled Atlantic salmon.

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT
Availability			
Delivery terms			
Delivery time			
Discounts offered			
Extension of credit			
Price			
Minimum qty requirements .			
Packaging			
Product consistency			
Quality meets industry stand	ards		
Quality exceeds industry star	ndards 🔲		
Product range			
Reliability of supply			
U.S. transportation costs			
Other (specify):			
	П		

III-27.	7. (b) Please list, in order of their importance, the three major factors generally considered by you firm in deciding from whom to purchase fresh and chilled Atlantic salmon for any one order (examples include current availability, extension of credit, prearranged contracts, price, quality exceeding specifications or industry standards, range of supplier's product line, traditional supplier, etc.).					
	1					
	2					
	3					
		nents:				
III-28.	What characteristics d Atlantic salmon?	oes your firm consider when	determining the quality of	fresh and chilled		
III-29.	How often does your lowest price?	firm purchase the fresh and cl	nilled Atlantic salmon that	is offered at the		
	Always	Usually	Sometimes	Never		
III-30.	salmon market since J initiate a price change more firms that have a be the lowest priced so period in which a price	of any firms you considered p anuary 1, 1999. A price lead , either upward or downward, a significant impact on prices. applier. For those firms ident e change was communicated, er it covered a specific geogra	er is defined as (1) one or that is followed by other A price leader does not r ified as a price leader, ple whether the price change	more firms that firms, or (2) one or necessarily have to ase specify the time was upward or		
III-31.	Please describe how the	ne above firm(s) exhibited pri	ce leadership.			
III-32.	How frequently does to change?	he price of the fresh and chill	ed Atlantic salmon you ar	re purchasing		

III-33.	Does your firm purchase fresh and chilled Atlantic salmon over the internet?
	No YesPlease describe, noting the estimated percentage of your firm's total purchases of fresh and chilled Atlantic salmon in 2004 accounted for by internet purchases.
III-34.	(a) As an attachment to this questionnaire, please identify and discuss any improvements/changes in the U.S. fresh and chilled Atlantic salmon industry since January 1, 1999, and explain fully, to the extent possible, the factor(s), including the orders under review, that was/(were) responsible for each improvement/change.
	(b) Please also discuss fully, to the extent possible, any improvements/changes that you anticipate in the future in the U.S. fresh and chilled Atlantic salmon industry. Identify the specific future time period covered in your response, and discuss the factors that you believe would be responsible for each improvement/change.
III-35.	What do you think will be the likely effects of any revocation of the countervailing and antidumping duty orders for imports of fresh and chilled Atlantic salmon from Norway? As appropriate, please discuss any potential effects of revocation of the countervailing and antidumping duty orders on (1) the future activities of your firm and (2) the U.S. market as a whole. Please note the future time period to which you are referring. Attach additional pages if necessary.
	(1) Activities of your firm:
	(2) Entire U.S. market:

PART IV.--COMPARISONS BETWEEN IMPORTED AND U.S.-PRODUCED FRESH AND CHILLED ATLANTIC SALMON

	-1. Please indicate the countries of origin for fresh and chilled Atlantic salmon for which your firm has actual marketing/pricing knowledge.					
	United States					
	Norway					
	Other countries (Please specify				
intercha using "A indicate intercha	ingeably (i.e., can the A" to indicate that the that the products and ingeable,"N" to indi	Atlantic salmon produced in the United ney physically be used in the same appline products from a specified country-pare <i>frequently</i> interchangeable, "S" to indicate that the products are <i>never</i> interchom a specified country-pair. ¹	ications)? Please indicate below, tir are <i>always</i> interchangeable, "F" to licate that the products are <i>sometimes</i>			
С	Country-pair	Norway	Other countries			
United S	States					
Norway						
	¹ For any country-pair producing fresh and chilled Atlantic salmon which is <i>sometimes or never</i> used interchangeably, please explain the factors that limit or preclude interchangeable use:					

PART IV.--COMPARISONS BETWEEN IMPORTED AND U.S.-PRODUCED FRESH AND CHILLED ATLANTIC SALMON --Continued

	customers ever specifically order fresh and chilled Atlantic salmon from one cular over other possible sources of supply?			
No	YesPlease identify all relevant countries (including the United States and both subject and nonsubject foreign countries) from which you or your customers prefer to order, and indicate why fresh and chilled Atlantic salmon from these countries is preferred over product from other countries (please note the specific product in your response).			
	des/types/sizes of fresh and chilled Atlantic salmon available from only a single ac or foreign, including both subject and nonsubject countries)?			
No	YesPlease identify the source and the grade/type/size.			
If you purchased fresh and chilled Atlantic salmon from one source although a comparable product was available from another source at a lower price, please explain your reasons for doin so (please specify by country, including the United States and both subject and nonsubject foreign countries). Possibilities might include transaction characteristics such as length of time fill orders, minimum order size, reliability of supply, etc.				

PART IV.--COMPARISONS BETWEEN IMPORTED AND U.S.-PRODUCED FRESH AND CHILLED ATLANTIC SALMON --Continued

IV-6. For the factors listed below, please rate how fresh and chilled Atlantic salmon produced in each country you identified in your response to the first question in Part IV compares with fresh and chilled Atlantic salmon produced in each of the other countries you identified (including the United States and both subject and nonsubject foreign countries). Copy this page as necessary to cover all possible country combinations and please attach any comments you care to make concerning your responses, especially in comparisons where you rate product from one country superior or inferior to product from another.

	compared to _		
(specify country)	_	(specify country)	
S	SUPERIOR	COMPARABLE	INFERIOR
Availability	🗆		
Delivery terms			
Delivery time			
Discounts offered			
Extension of credit			
Lower price			
Minimum qty requirements	🔲		
Packaging			
Product consistency			
Quality meets industry standards	🗆		
Quality exceeds industry standards			
Product range			
Reliability of supply	🗆		
Lower U.S. transportation costs			
Other (specify):			

PART IV.--COMPARISONS BETWEEN IMPORTED AND U.S.-PRODUCED FRESH AND CHILLED ATLANTIC SALMON --Continued

1V-/. (a) How often does domestically produced fresh and chilled Atlantic salmo quality specifications for your uses or your customers' uses?						neet minimum
	Always	Usually	Som	_	Rarely or never	
		does imported su or your uses or y			lantic salmon meet m	inimum quality
	Always	Usually	☐ Som	netimes [Rarely or never	
		does imported no for your uses or y			Atlantic salmon med	et minimum quality
	Country	□ ,	Always	Usually	Sometimes	Rarely or never
	Country	□ .	Always	Usually	☐ Sometimes	Rarely or never
	Country	□ ,	Always	Usually	Sometimes	Rarely or never
IV-8.	salmon? If so,	has the price of	U.Sproduc	ced fresh and c	price of fresh and chi hilled Atlantic salmo salmon from Norway	n changed more or
	No change	in price				
	Prices have	changed by the	same amou	nt		
		Sproduced fres ed Atlantic salmo			non has changed rela	tive to the price of
	price of fresh a		tic salmon f		c salmon has changed the price of U.Sproc	
	Higher	Lower				

PART V.--SUPPLIER IDENTIFICATION

Please list the suppliers from which you have purchased fresh and chilled Atlantic salmon since January 1, 1999, and approximate the percentage of your fresh and chilled Atlantic salmon purchases each accounted for in 2004.

No.	Firm name	Percentage of purchases	No.	Firm name	Percentage of purchases
1			6		
2			7		
3			8		
4			9		
5			10		