U.S. PURCHASERS' QUESTIONNAIRE

FRESH AND CHILLED ATLANTIC SALMON FROM NORWAY

This questionnaire must be received by the Commission by no later than September 26, 2011

See page 4 of the Instruction Booklet for filing instructions.

The information called for in this questionnaire is for use by the United States International Trade Commission in connection with its review of the countervailing duty and antidumping duty orders concerning fresh and chilled Atlantic salmon from Norway (inv. No. 701-TA-302 731-TA-454 (Third 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 **Amelia Preece** (202-205-3250, amelia.preece@usitc.gov).

City		State	_ Zip Code	
World Wide Web a	ddress			
	d fresh and chilled Atlantic any time since January 1, 2		ed in the instruction booklet) from any sour	<u>e</u>
NO (Sign the	e certification below and promp	tly return only this	page of the questionnaire to the Commission)	
	e instruction booklet carefully, naire to the Commission so as t		of the questionnaire, and return the entire ne date indicated above)	
	CER	FIFICATION		
			re is complete and correct to the best of my	knowledge
lief and understand that the ans of this certification I ation provided in this qu sted by the Commission on	e information submitted is s also grant consent for the estionnaire and throughou the same or similar mercha	subject to audit a Commission, a ut these review ndise.	nd verification by the Commission. nd its employees and contract personnel, in any other import-injury proceedings	to use the
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lief and understand that the ans of this certification I ation provided in this queted by the Commission on owledge that information ission, its employees, and cining the records of these dings relating to the progret personnel will sign non-cert	e information submitted is salso grant consent for the estionnaire and throughouthe same or similar merchal submitted in this question contract personnel who arreview or related proceeding ams and operations of the disclosure agreements.	subject to audit a Commission, a ut these review indise. Inaire response e acting in the c ags for which th Commission pur	nd verification by the Commission. nd its employees and contract personnel, in any other import-injury proceedings and throughout these reviews may be a pacity of Commission employees, for de is information is submitted, or in internal resuant to 5 U.S.C. Appendix 3. I understand	to use the or reviews sed by the veloping or audits and

PART I.—GENERAL INFORMATION

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 40 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.

			hours	dol
questionnair		sted in any comments you native of specific questions. eve address.		
questionnair	e (see page 3 of the	ide the name and address of instruction booklet for repo ne stock exchange and tradi	rting guidelines).	
Ownership	Is your firm owned	d, in whole or in part, by an	y other firm?	
☐ No	YesList the	e following information.		
Firm name		Address		Extent of ownership
	foreign, that are engather the United States or	exportersDoes your firm aged in importing fresh and rethat are engaged in export	chilled Atlantic	salmon from
Norway into		25')		
Norway into				
Norway into		e following information. Address	Affilia	ntion

PART I.--GENERAL INFORMATION--Continued

□ No □ Yes-	List the following information.	
Firm name and country	<u>Address</u>	<u>Affiliation</u>
engaged in the production	oes your firm have any related fir on of fresh and chilled Atlantic sa	
No Yes-	List the following information.	
∐ No ☐ Yes-	List the following information. Address	<u>Affiliation</u>
	Ç	<u>Affiliation</u>
Firm name Business planDoes ye	Ç	nave a business plan or any in

PART II.--PURCHASES

	Name:		Title:	Title:		
	E-mail:		Telej	phone:		
	Fax:					
[-1.	PurchasesReport, as indicated agent or broker) of fresh and codate.					
			Quantity	(in 1,000 pou	ınds)	
	Item	2008	2009	2010	JanJune 2011	
urch	nases of fresh and chilled Atla	ntic salmon prod	uced in			
Ur	nited States					
	orway					
	nada					
	nile 					
	roe Islands					
	nited Kingdom					
	l other countries ¹ Please identify these countries:					
	Todas Identity those countries.					
[-2.	Changes in purchasing parpurchases of fresh and chilled have changed since 2005.				•	
	Source of purchases	Trend		Explana	tion for trend	
	The United States	Decreased Increased Constant Fluctuated Did not purch	ase			
	Norway	Decreased Increased Constant Fluctuated Did not purch	ase			
	All other countries	☐ Decreased☐ Increased☐ Constant☐ Fluctuated☐				

U.S. Purchasers' Questionnaire - PRODUCT

PART II.--PURCHASES--Continued

П-3.	Purchases from one country only. If your firm has purchased fresh and chilled Atlantic salmo
	from only one country, please explain the reasons for doing so.

II-4. Supplier identification.--Please identify below the names and addresses of your firm's FIVE largest suppliers for fresh and chilled Atlantic salmon since 2005. Please also provide the name and telephone number of a contact person and the share of the quantity of your firm's total shipments of fresh and chilled Atlantic salmon that each of these customers accounted for in 2010.

No.	Supplier's name	City and state	Contact person	Telephone number or e-mail address	Share of 2010 purchases (%)
1					
2					
3					
4					
5					

	neck all that apply)?		
Restaurant	Retailer	Processor	Distributor
Other (describe	:)
do you compete for		s with the growers or imp	and chilled Atlantic salmon, porters from which you
☐ No	YesPlease desc	ribe.	
		ributor or reseller of fresh which you sell fresh and c	n and chilled Atlantic salmon, hilled Atlantic salmon?
End uses.—How is	s the fresh and chilled A	tlantic salmon you purch	ase or resell typically used?
Processing into	fillets or other further p	rocessed products	
For sale in retai	l establishments		
For sushi restau	rants		
For other restau	rants		
Smoking			
Other (Describe	»:)
End uses changes since 2005?	since 2005.—Have the	end uses of fresh and chi	lled Atlantic salmon changed
□ No □	YesPlease describe.		

<u>Anticipated changes in end uses.</u> Do you anticipate any changes in terms of the end uses of fresh and chilled Atlantic salmon?							
☐ No ☐ YesPlease describe.							
SubstitutesCan	other products be substituted f	for fresh and chilled Atlantic salmon?					
☐ No	YesPlease fill out the	he table below.					
stitute product	Describe how uses overlap	Have changes in the prices of this substitute affected the price of fresh and chilled Atlantic Salmon since January 1, 2005					
s fillets and steaks		☐ No ☐ Yes Please explain.					
n		☐ No ☐ Yes Please explain					
		☐ No ☐ Yes Please explain.					
er		☐ No ☐ Yes Please explain					
□ No □	YesPlease explain.						
	SubstitutesCan SubstitutesCan No Stitute product Sh salmon cuts s fillets and steaks Yes sh wild caught Yes zen salmon Yes zen salmon Yes can be substituted	Fresh and chilled Atlantic salmon? No YesPlease describe. SubstitutesCan other products be substituted for set it in the salmon cuts in the salmon cuts is fillets and steaks. Yes Sh wild caught in Yes Seen salmon Yes Seen salmon Seen salm					

Γ	<u>Anticipated changes in substitutes.</u> Do you anticipate any changes in terms of the substitutability of other products for fresh and chilled Atlantic salmon?					
	☐ No	YesPlease describe.				
_						
_						
_						
). <u>Y</u>	Wild v	s farmed .—				
I	How o	ften do your or your customers prefer wild salmon to farmed salmon? Please explain.				
1						
		ways				
F	Explai	n:				
=	<u> </u>					
_						
. I	Demai	nd trends				
((a)	How has the demand within the United States for fresh and chilled Atlantic salmon changed since 2005? What principal factors affect changes in demand?				
		☐ Increased ☐ Decreased ☐ Fluctuated ☐ No change ☐ Don't know				
((b)	How has the demand outside the United States for fresh and chilled Atlantic salmon changed since 2005? What principal factors affect changes in demand?				
((b)					

III-12.	Anticipated demand trends						
	(a)	•	•		nited States for fresh and chilled hese changes in demand?		
		☐ Increase	Decrease	Fluctuate	☐ No change		
	(b)	•	•		nited States for fresh and chilled hese changes in demand?		
		☐ Increase	Decrease	Fluctuate	☐ No change		
III-13.	that you supply States,	u are aware of that (including product (2) each of the other	quantify and/or other ion capacity and caper major producing/o	erwise discuss fresh pacity utilization) and consuming countries	request any studies, surveys, etc. and chilled Atlantic salmon ad demand in (1) the United s, including Norway, and (3) the the present and forecasts for the		
III-14.	supply method opportu	(e.g., changes in av ls of production; di	vailability or prices of seases/parasites; tec d the availability of	of energy or labor; t hnology; export ma	d in any other factors affecting ransportation conditions; rkets; or alternative production and chilled Atlantic salmon in		
	☐ No	YesI	Please provide detai	ls.			

III-15.	United	States an important factor in your firm's purchases of fresh and chilled Atlantic salmon ALL that apply)?
	☐ Yes	s Purchases of domestic product are required by law or regulation (for example, government purchases under "Buy American" provisions). This involves percent of all our purchases of fresh and chilled Atlantic salmon. sPurchases of domestic product are not required by law or regulation, but are by our customers. This involves percent of all our purchases of fresh and chilled Atlantic salmon. sPurchases of domestic product are required for other reasons (please specify these reasons below). This involves percent of all our purchases of fresh and chilled Atlantic salmon.
III-16.	Condi	tions of competition
	(a)	Is the fresh and chilled Atlantic salmon market subject to business cycles or specific conditions of competition?
		☐ No ☐ YesPlease explain and estimate the duration of any such cycle.
	(b)	Have the business cycles or conditions of competition for fresh and chilled Atlantic
	(0)	salmon changed since 2005?
		No YesPlease explain any such changes.

III-17.	<u>Decisions based on producer</u> 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:	Always	Usually	Sometimes	Never			
	Your customers:	Always	Usually	Sometimes	Never			
	If at least sometimes why this information		ow your firm or yo	our customers determi	ne the producer and			
	Your firm:							
	Your customers:							
III-18.		e purchasing decis	ions involving fre	s, and to the extent that sh and chilled Atlantion mon you purchase?				
	Your firm:	Always	Usually	Sometimes	☐ Never			
	Your customers:	Always	Usually	Sometimes	☐ Never			
	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:							

III-19.	<u>Purcha</u>	asing frequency,
	(a)	How frequently do you make purchases?
		☐ Daily ☐ Weekly ☐ Monthly ☐ Quarterly ☐ Annually
		Other (specify))
	(b)	Do you expect this purchasing pattern to change in the next two years?
		☐ No ☐ Yes How and why do you expect these changes to occur?
III-20.		er of suppliers contactedHow many suppliers do you generally contact before making a se? firms
III-21.	<u>Suppli</u>	er negotiations
	(a)	Do purchases of fresh and chilled Atlantic salmon usually involve negotiations between supplier and purchaser?
		☐ No ☐ YesPlease 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?
		☐ No ☐ YesSpecify the time period.
III-22.	Chang	e in suppliersHave you changed suppliers since 2005?
	No	YesPlease 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.	New su	<u>ippliers</u>						
	(a)	Are you aware of any new suppliers, either foreign or domestic, that have entered the market since 2005?						
		☐ No ☐ YesPlease identify the firms.						
	(b)	Do you expect new fresh and chilled Atlantic salmon suppliers to enter the U.S. market? No YesPlease provide details.						
III-24.	<u>Suppli</u>	er qualification						
	(a) Do you require your suppliers to be or to become certified or qualified to sell fresh and chilled Atlantic salmon to your firm?							
	☐ No	☐ Yes percent of value of purchases in 2010 ☐ Yesall purchases						
	describ	ease provide a general description of the certification or qualification process. Briefly the the factors that you consider when qualifying a new supplier (e.g., quality of productity of supplier, etc.)						
	(c) How	w long does it take to qualify a new supplier?days.						
III-25.	<u>Failure to certify</u> Since 2005, have any domestic or foreign producers failed in their attempts certify or qualify their fresh and chilled Atlantic salmon with your firm or have any producers lot their approved status?							
	☐ No	YesPlease identify these firms, the countries where they are located, and the reasons why they failed the certification/qualification.						

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

III-26. <u>Purchasing factors.</u>--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			
Appearance			
Age/freshness			
Branded product			
"Chemical Free" product			
Delivery terms			
Delivery time			
Discounts offered			
Extension of credit			
Price ¹			
Packaging			
Product consistency			
Quality meets industry standards			
Quality exceeds industry standards			
Product range			
Reliability of supply			
Smell			
Technical support/service			
Taste			
Texture			
U.S. transportation costs ¹			
Weight accuracy			
Other (specify):		П	
	_	_	<u> </u>

III-27.	generally consider	dered by your firm in dec		ase fresh and chilled Atlantic				
	•	` •	ude availability, extension traditional supplier, etc.).	of credit, contracts, price,				
	1							
	2							
	3							
	Other factors	or comments:		_				
III-28.		cteristicsWhat characte and chilled Atlantic salm		sider when determining the				
				_				
III-29.		lecisions based on price salmon that is offered at	How often does your firm the lowest price?	m purchase the fresh and				
	Always	Usually	☐ Sometimes	Never				
III-30.	<u>Price leaders.</u> — A price leader is defined as (1) one or more firms that initiate a price change, either upward or downward, that is followed by other firms, or (2) one or more firms that have a significant impact on prices. A price leader does not necessarily have to be the lowest priced supplier.							
	Please list the names of any firms you considered price leaders in the fresh and chilled Atlantic salmon market since 2005. Please describe how the firm(s) exhibited price leadership.							

	III-31.	Changes	in U.S.	industry
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Please discuss any improvements/changes that you anticipate in the future in fresh and chilled Atlantic salmon industry. Identify the time period and causimprovements/changes.	Please identify and discus Atlantic salmon industry s nder review, that was/(w	since 2005 and explain	n the factor(s), inclu	ding the order
fresh and chilled Atlantic salmon industry. Identify the time period and cause				
fresh and chilled Atlantic salmon industry. Identify the time period and cause				
fresh and chilled Atlantic salmon industry. Identify the time period and cause				
fresh and chilled Atlantic salmon industry. Identify the time period and cause				
fresh and chilled Atlantic salmon industry. Identify the time period and cause				
fresh and chilled Atlantic salmon industry. Identify the time period and cause				
fresh and chilled Atlantic salmon industry. Identify the time period and cause				
	resh and chilled Atlantic	rements/changes that salmon industry. Idea	you anticipate in the ntify the time period	future in the U and causes fo
		_		_

countervailing duty o salmon from Norway? countervailing duty o (2) the U.S. market as a	Effect of revocationWhat do you think will be the likely effects of any revocation of the countervailing duty order/antidumping duty order for imports of fresh and chilled Atlantic salmon from Norway? As appropriate, please discuss any potential effects of revocation of the countervailing duty order/antidumping duty order 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 f	(1) Activities of your firm:										
(2) Entire U.S. market:	(2) Entire U.S. market:										
III-33. Sizes Are different sizes of fresh and chilled Atlantic salmon preferred for different end uses in the U.S. market? \[\begin{array}{ c c c c c c c c c c c c c c c c c c c											
Fillets											
Sushi (includes sushi restaurants and sushi sold at retail establishments)											
Restaurants											
Retail (supermarkets and specialty fish markets)											
Other (specify)											
Comments:											

PART IV.-- PRODUCT COMPARISIONS

United St application country-p interchang that the p	Interchangeability by country-pairIs fresh and chilled Atlantic salmon produced in the United States and in other countries interchangeable (<i>i.e.</i> , can they physically be used in the same applications)? Please indicate below, using "A" to indicate that the products from a specified country-pair are <i>always</i> interchangeable, "F" to indicate that the products are <i>frequently</i> interchangeable, "S" to indicate that the products are <i>sometimes</i> interchangeable, "N" to indicate that the products are <i>never</i> interchangeable, and "0" to indicate <i>no familiarity</i> with products from a specified country-pair. ¹									
Country pair	/- Norway	Canada	Chile	Faroe Islands	U.K.	Other countries				
United States										
Norway										
Canada										
Chile										
Faroe Islands										
U.K.					><					
	any country-pair pro ngeable, please exp					never				

PART IV .-- PRODUCT COMPARISIONS -- Continued

IV-3. **Factors other than price.**—Are differences other than price (*i.e.*, quality, availability, transportation network, product range, technical support, *etc.*) between fresh and chilled Atlantic salmon produced in the United States and in other countries a significant factor in your firm's purchases of the products? Please indicate below, using "A" to indicate that such differences are *always* significant, "F" to indicate that such differences are *frequently* significant, "S" to indicate that such differences are *never* significant, and "0" to indicate *no familiarity* with products from a specified country-pair.

Country- pair	Norway	Canada	Chile	Faroe Islands	U.K.	Other countries
United States			_			
Norway						
Canada						
Chile						
Faroe Islands						
U.K.			\nearrow		><	
firm's purch	y country-pair for wases of fresh and ges imparted by so	chilled Atlantic S	er than price <i>alv</i> Salmon, identify	ways or frequenthe country-pa	ntly are a signific	cant factor in you advantages or

PART IV.-- PRODUCT COMPARISIONS--Continued

<u>Availability of merchandise</u> Are certain grades/types/sizes of fresh and chilled Atlantic salmon available from only a single source (domestic or foreign, including both subject and nonsubject countries)?
☐ No ☐ YesPlease identify the source and the grade/type/size.
Choice of product not based on priceIf 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 doing 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 to fill orders, minimum order size, reliability of supply, etc.

PART IV.-- PRODUCT COMPARISIONS--Continued

IV-6. <u>Factor country comparisons.</u>--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).

increasing the Cinica States and Sour Subjection	Product from United States compared to product from Norway			Product from United States compared to product from Canada			Product from United States compared to product from Chile		
Quality	Superior	Comparable	Inferior	Superior	Comparable	Inferior	Superior	Comparable	Inferior
Availability									
Appearance									
Age/freshness									
Branded product									
"Chemical Free" product									
Delivery terms									
Delivery time									
Discounts offered									
Extension of credit									
Price ¹									
Packaging									
Product consistency									
Quality meets industry standards									
Quality exceeds industry standards									
Product range									
Reliability of supply									
Smell									
Technical support/service									
Taste									
Texture									
U.S. transportation costs ¹									
Weight accuracy									
Other (specify):									

PART IV.-- PRODUCT COMPARISIONS--Continued

IV-6. *Continued*.

	<u>Uni</u> cor pro	duct fr ted Sta npared duct fr oe Isla	ites I to om	<u>Uni</u> cor	duct fr ted Sta npared duct fr <u>U.K.</u>	ates d to	coi pro	Product from Norway compared to product from Canada	
Quality	Superior	Comparable	Inferior	Superior	Comparable	Inferior	Superior	Comparable	Inferior
Availability									
Appearance									
Age/freshness									
Branded product									
"Chemical Free" product									
Delivery terms									
Delivery time									
Discounts offered									
Extension of credit									
Price ¹									
Packaging									
Product consistency									
Quality meets industry standards									
Quality exceeds industry standards									
Product range									
Reliability of supply									
Smell									
Technical support/service									
Taste									
Texture									
U.S. transportation costs ¹									
Weight accuracy									
Other (specify):									

PART IV.-- PRODUCT COMPARISIONS--Continued

IV-6. *Continued.*

	Product from Norway compared to product from Chile		Product from Norway compared to product from Faroe Islands		Product from Norway compared to product from U.K.				
Quality	Superior	Comparable	Inferior	Superior	Comparable	Inferior	Superior	Comparable	Inferior
Availability									
Appearance									
Age/freshness									
Branded product									
"Chemical Free" product									
Delivery terms									
Delivery time									
Discounts offered									
Extension of credit									
Price ¹									
Packaging									
Product consistency									
Quality meets industry standards									
Quality exceeds industry standards									
Product range									
Reliability of supply									
Smell									
Technical support/service									
Taste									
Texture									
U.S. transportation costs ¹									
Weight accuracy									
Other (specify):	П	П	П	Ιп	П	П	П	П	П

PART IV.-- PRODUCT COMPARISIONS--Continued

IV-7.	<u>Minin</u>	num quality				
	(a)		mestically produced fre			eet minimum
		Always	Usually	Sometimes	Rarely	or never
	(b)		ported subject fresh and ns for your uses or you			nimum
		Source	Alway	s Usually	Sometimes	Rarely or never
		Norway				
	(c)	chilled Atlantic sali	ported nonsubject fresh mon from countries oth our uses or your custon	er than Norway) : ners' uses?		uality Rarely or
			Alway	s Usually	Sometimes	never
		Canada				
		Chile				
		Faroe Islands				
		U.K.				
IV-8.	Chang	ge in price				
	(a)	so, has the price of	re been a change in the U.Sproduced fresh an aported fresh and chilled	d chilled Atlantic	salmon changed	
		Price of U.Spr	rice nged by the same amou oduced fresh and chille sh and chilled Atlantic	ed Atlantic salmor		ative to the
	(b)	price of fresh and c	produced fresh and chi hilled Atlantic salmon c salmon is now relative	from Norway, the		
		☐ Higher ☐	Lower – than those fro	om Norway.		

PART IV.-- PRODUCT COMPARISIONS--Continued

J. M. P.	ises or to add a	,			