

1. FRANCE: AN OVERVIEW OF THE MARKET

France possesses an agricultural and food products industry that is strong and diversified (with total sales of 563 billion francs in 1988) and traditionally export-oriented (exports amounted to 103 billion francs in 1988, while imports reached 78 billion francs). The fish products industry displays great diversity, apart from the fact that it is characterized by a netto label arising largely from imports of relatively expensive products.

In 1988 France imported 2 738 million worth of fish products, including \$ 92.4 million from Canada. Canada ranks seventh among France's suppliers of such products, behind the United Kingdom, Norway, Denmark, Iceland, the Netherlands and the United States.

France is the largest European market for salmon and smoked salmon and for live and frozen loach. There are many other products that could be successfully marketed in France.