

is that it will help overcome concerns coming from abroad that Canada is no longer an assured supplier of fish.

An important feature of the department's activities is the development of export strategies which will assist planning for future promotional activities. The Fisheries Division of EAITC is currently working on four export strategies: lobster, aquacultured products, underutilized species and value added products. The strategies are designed to foster a dialogue on export development problems in the industry with a view to ensuring a coordinated approach to export marketing. This will involve consultations with industry, other government departments and Provinces.

### Market Prospects For Major Species

I would now like to review market prospects for those species of particular interest to PEI and to tell you what the department is doing to promote these species. I will of course start with lobster which accounts for more than 70 per cent of PEI's fish landings by value.

#### Lobster

Canadian lobster landings in 1988 were valued at \$267 million, second only to cod in value in Atlantic Canada. In 1988, PEI landings were a record 11,000 tonnes. Canadian landings have increased steadily from 19,000 tonnes in 1978 to over 40,000 tonnes in 1989.

Two kinds of lobster are marketed as food - clawed lobster and the spiny or non-clawed lobster. Canada supplies the clawed variety and is now the world's largest producer of lobster species, with about 25% of the world supply which amounted to 144,000 tonnes in 1987. The other major suppliers are the United States, Australia and Cuba. (Figure 1)

World lobster landings are thought to have stabilized. Canadian lobster is now considered the healthiest of the world's lobster resources and is expected to continue to grow. This has been due to sound conservation and management practices introduced by FANDO over the past twenty years. The result has been a substantial increase in landings while average catch per vessel and value of catch per vessel has continued to grow. Unfortunately, growth in demand has not kept pace with supply which in part explains the current crisis in the industry.

The lobster industry produces three main products: Live lobster - 50% of production ; whole frozen lobster -30% of production; Frozen lobster meat - 15% of production.

#### Live Lobster

Traditionally Canadian live lobster was available only during the