

ATLANTA

SUPPLY AND CONSUMPTION

The post territory has a population of 43 million people and covers North Carolina, South Carolina, Tennessee, Mississippi, Alabama, Georgia, Florida, Puerto Rico and the U.S. Virgin Islands. Many of these states also enjoy a lively tourism industry which augments considerably the population base. Florida alone, with a population of 13 million people expects an influx of 40 million visitors this year. Foodservices industry sales of \$10.5 billion were anticipated in 1991.

The population in Atlanta is generally affluent as well as discriminating. Traditionally, fish has been (in one form or another) a favourite protein. In addition to local consumption, there are also trading companies within the post territory that purchase for and trade with South and Central America and the Caribbean. In common with the rest of the American market, the growth in consumption of fish in the Southeastern United States has slowed somewhat this past year, but remains a very attractive market.

Although difficult to quantify, informed sources have told the post in Atlanta that salmon consumption has shown a marked upturn within the last 1-2 years. Salmon from Alaska has been seen in retail stores throughout the territory at incredibly low loss-leader prices. While the quality is not as good as Canadian salmon, it has had the effect of increasing the awareness of salmon among the general shopping public.

Canadian salmon has always had to compete with the frontrunner--Norway. However, due to the recent ruling by the International trade Commission, Canadian companies now have an opportunity to get a good and lasting hold on the market. Chile has a product which is perceived as having good quality for the price, and is much cheaper than the Canadian Atlantic salmon. However, it is also perceived as not having a consistent level of quality, and the delivery times are perceived as slow, the shelf life (a very important consideration) is thought to be short. Nevertheless, Chile is doing a good job of fostering a favourable image of this commodity product in the minds of the buyers by an expert use of advertising in the trade media.

Contacts in the trade in the post territory are reporting renewed efforts to capture more of the Southeastern United States market by consortia from Scotland. One marketing group is rumoured to have spent over a million dollars to position themselves in the greater Atlanta metro area, and sources indicate that they are going to repeat this again next year.