

Chilled fish benefits from new service

THE INTRODUCTION of fast, reliable air freight services between Auckland and Canada has resulted in a rapid escalation of the export of chilled fish to Canada, especially into Vancouver and the surrounding areas.

The initial reaction of New Zealand fish importers who sought to capitalise on the new air freight service was surprise at the tremendous buying power for fish varieties, especially in the eastern or maritime provinces. The proximity of major United States markets to Toronto was also noted with interest.

Several exporters reported that their earliest entry into these markets was better than expected. While initial orders were modest, the reaction to the products in Canada was better than expected and showed every sign of improving rapidly.

The managing director of South Pole Seafoods Limited, Bruce Robertson, of Auckland, began exporting to British Columbia. With the introduction of direct flights between Auckland and Vancouver and Toronto, the company's sales have escalated rapidly.

Where South Pole Seafoods was shipping 400kg of chilled fish every other week early in 1985, this volume had risen to one tonne every week within 12 months. The shipments were spread over 12 or 14 different varieties including three different types of mussels, whole and filleted snapper, and sole.

'Canada has been largely ignored by New Zealand exporters to date,' said Mr Robertson. 'On a pro rata basis there is potential for sales of New Zealand fish to reach \$US7.5 million per annum. Yet sales for 1984 were a mere \$US320,000 and for 1985 \$US950,000.'

Other observations by Mr Robertson include the very strong feelings of friendship toward New Zealand which exists in Canada. This is coupled with a trend to



Mary-Lee Wilson, air cargo manager for Canadian Pacific Air Lines in New Zealand, takes delivery of a consignment of New Zealand fish destined for Toronto, from Bruce Robertson, managing director of South Pole Seafoods Ltd.

more and more outdoor eating and the acceptance of fish as a healthier food to consume.

Mr Robertson has been the recipient of a Winston Churchill Memorial Trust fellowship, which entitles him to study the strategies necessary to develop further sales of new Zealand seafoods to Canada. His research was partly sponsored by Canadian Pacific Air Lines.

Restaurateurs are looking for a wider variety of fish to present to their customers. The fact that the seasons in the two countries are reversed also means that New Zealand is able to offer produce at the most helpful time from Canada's point of view.

All exporters agree that the introduction of a second weekly flight by Canadian Pacific Airlines in the latter part of 1986 will be of considerable assistance. The potential irregularities of fish availability, owing to New Zealand weather conditions from time to time, will be substantially offset by the convenience of a second regular opportunity of shipping chilled produce.

Air NZ also links Canada

AIR NEW Zealand flies weekly between Vancouver and New Zealand's largest city, Auckland.

Connections to or from Air New Zealand's extensive Pacific Island network are made possible by convenient transships at Honolulu.

The Vancouver service will bring to 11 the number of weekly flights from North America by Air New Zealand. Connections to daily flights out of Los Angeles are possible from Toronto and all major Canadian cities through an agreement with Air Canada. The two airlines also offer a round-the-world fare.

Air New Zealand has developed strong associations with Canada and first opened an office there in 1972. It is now represented by more than 15 staff in four cities and has a country-wide toll-free reservations and information service.

Air New Zealand flies international air services over more than 100,000 kilometres of routes, radiating from New Zealand to the rim of the Pacific Basin and beyond — over the United States, to London.

The airline's long-haul international fleet comprises Boeing 747s equipped with Rolls Royce engines.

Inflight meals concentrate on New Zealand's wealth of primary products.



An Air New Zealand Boeing 747 being loaded at Auckland International Airport.