

## 1. PURPOSE

The objective of this paper is to lay the groundwork for working towards development of a coordinated national, with regionally differentiated elements, export marketing strategy for salmon and salmon products, and in that process to:

- (a) identify new prospects and export opportunities to increase international sales,
- (b) identify trade, commercial and marketing constraints facing Canadian exports and ways to overcome them,
- (c) take into account Canadian competitive and marketing strengths weaknesses,
- (d) develop, over time, strategic courses of action for enhancing Canadian exports, and
- (e) relate activities and promotional events to identified courses of action sponsored by the Trade Commissioner Service in Canada and abroad, together with the work plans of other interested governmental and private sector agencies and firms.

The salmon sector is a priority area for export marketing attention due to a number of factors, such as:

- (1) In the 1993-94 post plans, 35 posts have identified good market prospects for salmon in their territories,
- (2) New technologies are becoming available and increasingly being harnessed which affect the handling, development of new product forms, packaging, transportation and distribution of salmon products providing the potential to exploit more fully international demand for seafood products,
- (3) Canadian salmon producing provinces have earmarked salmon as a priority export product with good supply potential for the future,
- (4) Federal and Provincial governments are involved in many activities involving salmon promotion. However, better coordination and targeting of government and industry efforts would be beneficial, especially in an environment of budgetary and resource constraints,
- (5) It can be expected that the Canadian salmon industry will continue to face intense competition (and low prices) in major export markets of interest from other producing countries for both wild and farmed salmon, and