

Pricing. Costs may need to be reduced through greater efficiencies to remain profitable, image created to secure premium prices, or more emphasis placed on development of value-added products commanding higher prices.

Quality. At the retail level, create an image of high quality at both trade and consumer levels to foster greater "demand/pull" for Canadian products.

Image. Build on actual and perceived strengths to create better identity for Canadian products to foster customer loyalty.

Market segmentation. Prioritize and choose markets which best meet target criteria.

Other impediments. Identify and address problem areas and weaknesses. For example, the achievement of improved and more reliable transportation links, better handling techniques or direct supply to customers so as to eliminate "middlemen" can be helpful.

There is a need to recognize changes in processing technology, shifting market demand, new competitors or demographic shifts in the population.

The need to upgrade processing technology to lower production costs, achieve higher utilization of raw material and greater use of underutilized species is desirable. Process automation and design, new packaging materials, along with adaptation of biotechnology processes will require scientists, fishermen, the financial community, manufacturers and marketers to all work together to achieve a common goal.

Industry has indicated a need for better and more timely commercial information on developments and sales opportunities in foreign markets. Part of this continuum will be market intelligence/information gathered by the Trade Commissioner Service to monitor developments in their post jurisdiction and provide the information on new technology that may be integrated into or adapted for uptake by Canadian companies. More government effort is to be targeted at supplying the private sector (frequently through industry associations) with information on indigenous species in the market, local conditions and habits, consumption trends, market access factors, changes in distribution channels and established networks of contacts, on a country and species specific basis.

The impact of globalization will increasingly require us to promote actively the development of strategic partnerships to find markets for Canadian seafood particularly for value-added products. Joint ventures, technology exchanges and marketing arrangements with foreign firms are increasing in Japan, the United States and in European countries.

Three main areas to target industrial and market development is in value-added processing, underutilized (non-traditional) species and aquaculture. Aquaculture products are ideal for value-adding because of greater consistency of supply, quality and year-