

In addition to canned salmon, Canada supplies a broad range of product which brings total imports of fish products from Canada to a value of \$48.1 million (thus canned salmon constitutes 75.4 per cent of the total). Of the balance, notable items include canned sardines \$3.0 million, frozen fish \$2.7 million, and smoked fish (mostly smoked salmon) \$4.1 million. Under the category of frozen fillets (hake and "other"), for which Australia paid out \$58.0 million, Canada supplied a mere \$554.000, or less than one per cent!

Opportunities do exist for Canada to export more fish and fish food products to Australia but efforts down the years have seen no significant change from the predominance of canned salmon. This might be put down to a number of reasons, including Canada's apparent inability to compete with traditional suppliers of the staple requirement, namely, a white, relatively bland fillet. Efforts to market Canadian hake in Australia have produced few results since the Canadian product, with soft, wet flesh is quite unsuited to its major use in Australia, namely, the convenience and fast food, particularly the fish-and-chip, market.

d. Opportunities

Opportunities to increase market share exist, particularly in the following areas (figures are Australian imports during 1988-89):

Frozen fillets (excl hake)	\$40.8 million
Smoked fillets	\$10.7 million
Canned crustacea and molluscs	\$46.6 million
Canned herrings	\$ 3.9 million