

AUSTRIA

SUPPLY AND CONSUMPTION

Total salmon and salmonoid consumption in Austria is approximately 0.7 kilograms per capita a year. Total 1989 supply of salmon/salmonidae was 518.3 metric tons, valued at approximately C\$8.3 million C.I.F. the Austrian border. The major suppliers were Norway, Denmark, Canada and Sweden. Salmon exports to Austria generally travel through four main distributors (Nordsee, Cerny, Schenkel and Wiking) which are importers, wholesalers and retailers and/or chains (Nordsee). Deliveries are spread over the entire calendar year, but the pre-Xmas period is when demand increases by up to 30 percent for fresh and smoked salmon products. The generally accepted credit terms are for 30 days, however, terms depend on the specific contacts i.e. old-established or new contacts. Austrian consumers prefer Scandinavian salmon because of its even colour, consistent fat content, and the steady supply.

Fresh salmon arrives in the market usually in the form of fillets between 1 and 1.4 kilograms, or in steaks of approximately 0.2 kilograms. Smoked salmon products in airtight plastic containers are usually between 500 grams and 1.8 kilograms. If Canada can supply consistent colour and fat content all year round (not just using Austria as a "spot" market in an over-supply situation), in addition to overcoming the cost of transportation and duties, there appears to be no reason Canadian salmon exporters can not increase export sales to the Austrian market.

TARIFFS

Since July 1, 1990 EFTA suppliers (Norway, Sweden) have enjoyed duty-free entry for salmon products into Austria which represents an additional competitive disadvantage for Canadian suppliers. The difference amounts to approximately Austrian shilling 15.00, or roughly \$1.50Cdn per 100 kilograms, based on the 25 percent ad valorem duty.

HEALTH REGULATIONS

The Austrian importer is responsible for compliance with all standard regulations affecting imported salmon and salmon products. Allowable tolerance for mercury is no more than 0.50 ppm. Certification requirements are for a Certificate of Inspection, Origin and Hygiene (FP1404). A Certificate of Inspection, Content (FP1408) must also be obtained stating the fish product meets the required tolerances.