

in 50 or 100 pound standard wooden box packing. A limited quantity of imported frozen salmon is processed into 2-4 pound or 6-9 pound individually sliced consumer packages for housewives who buy from department stores to cook salmon soups or steak.

Peak demand for salmon in Korea is in the month of December with the lowest demand occurring during the months of July and August. There are three licensed salmon smokers in Korea, but most first class hotels possess their own smoking facilities. The names and addresses of fresh salmon importers and smokers are listed below.

Fresh salmon is limited to the higher-class market, and as such, Korean importers generally distribute the product directly to the hotels and Japanese style restaurants. With the exception of **Jeil Refrigerating Company Limited** which maintains five sales agents in major Korean cities, smoked salmon is distributed directly to smokers to hotels, buffet restaurants, hotel food dealers, and high quality fish stores in the main fish markets. The custom sliced consumer packs in 2-4 pound and 6-9 pound packages of frozen salmon are sold mainly through department stores and large supermarkets. Smoked salmon is currently sold to agents and dealers at approximately \$21.42 Cdn per kilogram and in department stores for \$55.55 per kilogram. Sliced salmon steaks are sold to dealers for \$7.93 and for \$19.04 in department stores. Fresh salmon is sold to hotels and restaurants at \$23.80 per kilogram.

Salmon has not been traditionally a common species in Korea and there are still many Koreans who have never tasted salmon. The Korean government applies a 20 percent tariff on fresh or chilled salmon and a 10 percent tariff on frozen salmon, but this does not present a major obstacle for expanding salmon consumption in Korea. The consumption patterns are changing rapidly for certain food products among the younger Koreans, but the consumption of seafood is not changing as fast as it is for other food products such as hamburgers, sausages and french fries. As virtually all salmon is imported, consumers have a perception that salmon is much higher in price than other locally available species. Major supplying countries such as Canada and the United States should be able to change the general recognition of consumers on salmon through promotions, and the expansion of the market could be expected. According to Korean importers, the state of Alaska held a major salmon promotion in September. In addition, a greater degree of international travel has been exposing a new generation of Korean consumers to the taste of salmon products.

Canada has been able to maintain a very good image in Korea with respect to salmon quality, but Korean importers claim that the price of frozen salmon is approximately \$US 0.20 higher per kilogram than Alaska origin salmon products. Canadian suppliers should continue to keep the current quality standards at reasonable prices as well as considering the following promotional events: develop new recipes or menus to distribute to hotels, restaurants and consumers through importers or department stores; host salmon seminars with cooking method demonstrations; host in-store promotions with Korean importers; distribute salmon literature including posters, and direct salmon marketing efforts at Korean tourist groups, airlines, and hotels and restaurants catering to the Korean tourist trade in Canada (approximately 50,000 per year).

LOBSTER

Frozen lobsters are used mainly in hotel buffets and in up-scale Japanese restaurants, especially Tepa-Nya-Ki seafood restaurants. Fresh lobsters and rock lobsters are consumed principally in raw form (sashimi) in the more affluent households. Lobsters are generally shelled during preparation so that they can easily be picked up with chopsticks. Lobster is an essential ingredient, along with locally cultured