

I am happy to be here today at this critical time in the Atlantic fishery. The industry is going through a troubled period affecting many of our traditional species. However, Canada is still a major producer of seafood products and we need to ensure that foreign buyers are aware of Canadian supply potential and that our products continue to be promoted in export markets. Today I want to tell you what my department is doing to promote Canadian seafood and to review market prospects for some of those products and species which are of particular interest to PEI.

EAITC Support for Seafood Promotion

EAITC is actively involved in maintaining Canada's position as one of the world's leading exporters of seafood and the Trade Commissioner Service is the heart of this activity. Based in Ottawa, the International Trade Centres and some 100 missions around the world, Trade Commissioners counsel Canadian firms on export opportunities. The bottom line is to put exporters in touch with importers and ensure that our companies have the knowledge of local market conditions to ensure that they benefit from opportunities to increase sales.

The Department also participates in a wide range of promotional events throughout the world. These include trade fairs, export missions, solo food shows and instore promotions. These kinds of activities have proven to be cost effective in exposing new exporters to market opportunities and in generating consumer interest in Canadian products. In 1990/91 we will sponsor dozens of promotional events where Canadian seafood will be featured. With respect to lobster, for example, we are currently evaluating proposals from eleven missions in Europe, the United States and Japan for promotional events in 1990/91.

The Department has also established a program of market intelligence which distributes reports on trade fairs, export missions, conferences and seminars. In addition, we undertake studies on new or developing products or on new markets where there are opportunities for Canadian product. Recent examples include reports on farmed salmon, herring roe and sea urchin in Japan. There are currently some 700 exporters listed in our data base who receive these reports.

A further activity is publication of the Canadian Seafood Supplies Bulletin. The Department will be assisting the Canadian Association of Fish Exporters (CAFE) in publishing this bimonthly bulletin which will be distributed to our missions, importers and handed out at trade fairs. The bulletin will highlight the current supply picture for Canadian seafood and will be available in five languages including Japanese. The importance of the supply bulletin