

only a narrow band of East Coast sea fishery producers were behind the latest countervailing petition, U.S. protective measures may be contemplated at any time in any sector of the fishing industry.

Canadians should recognize the power of lobbying and realize that complacency and inaction could lead to losses of one form or another. The industry, with the help of government, will have to act to protect its interests and to mount an on-going campaign to safeguard Canadian fish and fish products against U.S. protectionism.

4.3.5 Foreign Sales Promotion

An emphasis on quality improvement and image enhancement in the Canadian freshwater fishing industry as discussed in sections 3.2.3 and 4.3.1 will be useful on both the export and domestic markets. The Department of Fisheries and Oceans should act as a catalyst, encouraging the industry to promote sales of Canadian freshwater fish through a generic advertising campaign in the United States and other foreign markets. If Canada's freshwater industry hopes to retain its share of foreign fish markets as well as its share of the total protein food market (both at home and abroad), it will have to promote its products as aggressively as its competitors, whether they be other countries and/or other food industry sectors.

As the demand for fish products strengthens, the Canadian fishing industry as a whole (including the freshwater industry) has an opportunity to put itself ahead of all the foreign countries who promote their products in the United States. By emulating such countries as Norway, well known in the U.S. because of its aggressive marketing strategy which includes participation in major seafood trade shows and regular advertising in the media, Canada could learn how to market its products more aggressively.

Without losing their individual characteristics, which are wide ranging indeed, Canadian government and industry should further unify their efforts to sustain and strengthen Canada's position as a leading exporter of fish and fishery products.

The Committee therefore recommends that:

- (20) **In addition to participating in existing associations and programs, the federal and provincial/territorial governments in consonance with freshwater fishing industry in the Western and Ontario Regions initiate special projects to pursue the development of new markets for freshwater fish.**