provincial governments was held in London in early 1984 to develop more interest in blueberries for the hotel and restaurant trade.

While there are limited subsidies and few protections against imports in this sector, the main exception is potatoes. There are guaranteed floor prices and imports are protected mainly by plant health regulations. In 1983–84, European crop shortages led to a very firm supply situation as a result of which Canadian exports have been fully taken up.

### Livestock Genetic Material

U.K. livestock producers have been forced by sharply increased costs of production to source higher yielding and more efficient bloodlines. Canada is a prime source of supply, based on highly efficient, high producing animals, and an excellent Record of Performance system.

Imports of purebred dairy cattle by the U.K. were resumed in 1980 after a three year prohibition (due to the blue tongue situation in Canada) and have grown steadily to a value of $885,000 in 1983. U.K. dairy semen imports have grown steadily from $3.7 million in 1978 to over $9 million in 1983.

Canadian beef breeding stock sales to the U.K. reached $491,000 in 1983, the best year since resumption of imports. Beef semen imports have remained relatively stable, averaging about $1.5 million per year.

There is strong competition in the beef cattle sector where the large continental breeds, e.g., Charolais and Simmental, are making inroads in the U.K. However, Canada is producing these breeds as well, and because of unique conditions and breeding programs Canadian animals are as good or better than those from Europe.

The United States faces animal health restrictions against its exports to the U.K., giving Canada some advantage. While some health problems do exist and import requirements are strict, Canadian exporters have been able to meet them successfully.

More intensive promotional activities began several years ago with information exhibits at the Royal Highland Show in Glasgow and the Royal Agricultural Fair in Kenilworth. These were designed to supplement the long-standing practice of bringing prospective buyers to the Royal Winter Fair (Toronto), Agribition (Regina) and on specific missions.

### Pulse Crops

The United Kingdom has been, and should continue to be a significant market for Canadian white pea beans. In 1983, this trade amounted to $13.4 million. Demand for yellow whole or split peas, exports of which amounted to $4.6 million last year, is limited, but stable.

### Tobacco

Canada has traditionally supplied a significant proportion of the U.K.'s unmanufactured tobacco requirements, and the U.K. remains the largest single export market for Canadian leaf (worth $40 million in 1983). A continuing, albeit declining, requirement for Canadian flue-cured tobacco is anticipated.

## 3. Fish and Fish Products

### Overview of Demand and Supply Factors

The United Kingdom fishing industry over recent years has experienced problems, the most notable being the loss of Icelandic and other waters to the distant water fishing fleet. A gloomy future looks likely to persist for the British fishing fleet, notwithstanding the establishment of a Common Fisheries Policy which may, to some degree, help to stabilize the situation.

In the meantime, the U.K. consumer continues to require a large volume of fish, particularly white fish such as cod. Sufficient supplies of the latter are no longer obtainable from domestic landings. Imports, therefore, are essential to meet consumer demand.

The U.K. fish processing industry continues to demand regular supplies of imported fish. U.K. companies involved with the marketing and processing of fish are many and varied, ranging from major processors like Birds Eye, Findus and Ross through smaller processors (Brekkes, Bluecrest), and canners (Mac Fisheries, British Fish Canners) to smaller importers and brokers.

During the 1970s, per capita consumption of fresh, frozen and canned fish in the U.K. declined by approximately 13 per cent from 8.8 kg per year to 7.7 kg per year. Demand for shellfish and canned fish products fluctuated only marginally. Figures for 1980 to 1982 indicate that household consumption of fish per capita per week in the U.K. has continued the trend recorded during the 1970s.

U.K. fish sales continue to be dominated by a few traditional items; cod remains "king" with the British homemaker. New frozen fish-based products have been developed, as have fish "fingers" produced from species other than cod. New frozen food products have also been developed to capitalize on the demand for convenience foods.

Major imports by species are outlined below.

*Cod* is imported mainly as fillets, skin on and skin off, blocks and laminated blocks. Import requirements of *haddock* enter as fresh round and frozen fillets. A limited amount of top quality *hake* is imported in the form of frozen fillets, or headless and gutted.

Depleted *herring* stocks and the total closure of the North Sea Herring Fisheries in recent years necessitated significant imports. Herring stocks have now recovered to some extent, with limited fishing in the North Sea and a considerable herring fishery off Northwest Scotland. Requirements for future imports will, therefore, very much depend upon the quality of domestic landings. The domestic market for *mackerel* is very limited and unlikely to change extensively.