

Regarding promotion, Norway, Scotland and Alaska are all making vigorous efforts marketing in France. Norway and Scotland have product promotion offices in France, and spend substantial sums on advertising, especially in the form of television commercials. Some smokers advertise that their product is made from salmon that "has never been frozen", and is therefore obviously not of Canadian origin. Canadian activities of a similar nature are negligible in the market. One potentially attractive possibility might be for Canada to consider a combined generic promotion with Alaska, for example, which produces common salmon species. In addition, many French people think that Alaska is a part of Canada, or associate the state more clearly with Canada than with the U.S.