

## SEATTLE

### SUPPLY AND CONSUMPTION

Despite the high regional production (post territory includes Alaska) of salmon products, a combination of quality, price and availability (timing) has enabled Canadian salmon to become a strong contender in the Seattle market.

### CANADIAN SALMON EXPORTS TO SEATTLE

January 1991 - September 1991

Description	Pounds	\$US
Atlantic, fresh (99% farmed)	4,673,770	14,477,734
Atlantic, frozen	12,425	32,708
Chinook, fresh (78% farmed)	24,782,468	60,207,261
Chinook, frozen	1,110,898	2,667,236
Coho, fresh (40% farmed)	1,143,597	2,208,006
Coho, frozen	351,834	705,035
Chum, fresh	3,194,705	3,941,824
Chum, frozen	1,818,312	2,085,447
Sockeye, fresh	2,140,287	3,311,956
Sockeye, frozen	244,195	577,274
Sockeye, canned	178,546	744,469
Pink, fresh	1,199,911	744,512
Pink, frozen	696,687	668,511
Pink, canned	541,390	940,486
Salted	90,353	326,225
Smoked	30,603	182,511
Other, canned	72,108	125,050
Other, prepared	9,237	43,918

### POST PROPOSALS

Canadian salmon exporters considering approaching the Seattle market must focus on quality and price through wholesalers which usually cover both the retail and foodservices and to salmon processors. Based on the large local production available on the market, timing is a key variable for Canadian exporters to consider. The best opportunities exist for fresh farmed chinook and Atlantics, fresh chum and fresh sockeye.