urchin). EAITC is currently developing an export strategy for underutilized species which will see in place a promotional program for the long term market development of these species. The focus on underutilized species has implications for fisheries allocations policies, harvesting and processing technologies and new product development. The close cooperation of federal and provincial governments and industry will be necessary to ensure that orderly development takes place. I would like to emphasize that this is a long term process.

Mackerel

Mackerel is the world's third most important species in terms of landings, after pilchards and Alaska pollock. (Figure 6) It is caught by many countries and is a major product in international seafood trade. The northwest Atlantic mackerel TAC is estimated at about 200,000 tonnes. Canada shares this stock, which is one of the largest underutilized mackerel stocks in the world with the United States. The Canadian catch averages about 25,000 tonnes representing only 5% of world landings. (Figure 7)

The supply situation for mackerel is changing rapidly. Stocks of northeast Atlantic mackerel, a principal competitor of Canadian mackerel continue to decrease after several years of overfishing. TACs have been reduced for the second consecutive year. Also landings in Japan, the major import market have been declining. On the other hand Canadian stocks which have a TAC of 100,000 tonnes, have the potential of replacing this supply. Most Canadian supply is now destined for Food Aid and the bait market. Mackerel is a highly migratory species. Access to mackerel stocks by larger boats would enable Canadian companies to overcome supply volatility and be more competitive in commercial markets.

Markets in general are in a state of flux. Africa continues to be a major market for frozen mackerel. The product is an important protein supplement and is strictly a budget retail item. The major consuming nations are Nigeria, Ivory Coast and Egypt. Principal suppliers are the EEC, Norway and the USSR. Because of noncompetitive pricing and high transportation costs, Canada has been unable to supply these markets. Countries who do supply appear to subsidize production or transportation or view the trade as a supplement to more profitable operations.(Figure 8)

Japan is still the world's largest producer of mackerel, but domestic landings continue to decline. Imports are increasing to fill the void, and while some Canadian product is traded Norway continues to be the major supplier. In 1989, Japan imported some 50,000 tonnes of frozen mackerel. Of this amount Norway supplied about 40,000 tonnes. Canada supplied less than 500 tonnes. Japan prefers high fat content, large size mackerel and needs consistent supplies. The Norwegian product meets these requirements and is also available in frozen- at- sea form. There is more interest in Canadian product but concerns over continuity of supply and product quality must be addressed before increased trade can be expected.