

Mission: 471 Warsaw

Market: 099 Poland

Key Subsector: 022 Processed Fish and Shellfish

Specific Product Opportunities: Current Imports (\$CDN)

Processed herring \$.80 M

General Comments:

Generally Poland imports only herring, fresh and frozen; whole, headed; and salted fillets. The buyer is the foreign trade organization which deals on behalf of wholesalers. Herring is further processed locally e.g. salted, smoked or canned. Purchases are subject to the annual purchase commitment arranged with Fisheries and Oceans. Poland's 1988 purchase commitment was for a minimum of C\$1.2 million (FOB, Canadian port) of Canadian processed fish products but the Polish authorities expect to exceed this amount as was the case in 1987.

- 1) Non-competitive pricing - Canadian C.I.F. prices are not competitive with European prices. European prices for about 74/100 are \$547/tonne C.I.F. Europe landings are \$282/tonne. Canadian prices are \$400/tonne. The Canadian price is competitive with European prices. The Canadian price is competitive with European prices. The Canadian price is competitive with European prices.
- 2) Competitors in the market offer fish that has been frozen and which provides a competitive advantage in terms of product quality.