

1. PRIORITY SECTOR NON EXECUTIVE SUMMARY CIES

2. PURPOSE

Canada is the world's second largest producer and exporter of fish, marine plants and seafood. In 1992 total Canadian landings exceeded **C\$1.3 billion**. Almost 80% of Canadian production was exported, with a total value in excess of **C\$2.49 billion**. The U.S. accounts for **56%** of Canada's exports, with a value exceeding **C\$1.3 billion**, followed by Japan and the EC. The Canadian industry comprises over **110,000 fishermen** and **1,250 processing firms** in over **1,400 communities**.

The objectives in implementing the Global Market Opportunities Reviews are to
The Canadian fish, marine plants and seafood industry is noted globally for its resource management, health and inspection services and its image for producing a quality, pollution-free product. Exports are primarily in the live, fresh, frozen, salted and cured forms, although other opportunities exist for innovative product forms in niche markets. There may be some benefit in increasing efforts to develop a generic Canadian image, particularly with respect to the marketing of products forms particularly lobster and salmon.

Canada has a good record of turning non-traditional fish stocks into commercial
(1) Diversification of the commercial fishery sector towards stocks that are abundant but poorly utilized offers new economic opportunities particularly for coastal communities. Well established market demand for certain non-traditional species is known to exist, especially in Pacific Rim nations. In the United States most non-traditional species are often marketed as exotic species. Species that are non-traditional by Canadians are in a sense well known in other country markets.

Canada is one of the world's leading exporters of seafood. However, given the
(2) Government policy and regulations needs to more accurately reflect the market driven approach required to provide sustainable economic opportunities for many unitized/underutilized/non-traditional species. Government policy makers alike are faced with the challenge of developing new commercial opportunities to exploit this sector.

The Canadian fish and seafood industry is facing a number of challenges and its ability to deal with them will determine its viability and prosperity for the future. Given the quota reductions of Atlantic groundfish of traditional commercial species and the subsequent impact on regional economies, diversification to underutilized (non-traditional) species is all the more important. The global marketplace will dictate behaviour based on price, quality and service with all three elements to intensify in the years ahead. Good practices. The need for sustainable development will increasingly be a priority for all users.

Non-traditional species on both coasts are gaining increased attention. Diversification of the commercial fishery sector towards stocks that are abundant but poorly utilized offers economic opportunities and in particular coastal communities. Resources are being identified and growing volumes are being harvested increasingly by Canadian