

HIGHLIGHTS

1. During Fiscal Year 1989-90, twenty-eight Canadian Trade Offices abroad identified the fish and seafood sector as a priority for export market development. Those Canadian trade missions included 6 posts in the United States, 5 posts in Pacific Rim countries and 13 posts in Western Europe and Nordic countries.
2. Virtually all Trade Offices reported stable or increased market demand for seafood. Canada's market share reported by 18 posts was 5.0 percent or less, indicating that there is significant room for increased Canadian exports to most markets. Many posts projected increased Canadian seafood sales during 1989-90.
3. Canadian Trade Offices have identified opportunities in areas which will be new to exporters who want to increase the number of markets they are serving. Readers should note the reports on Korea and other Pacific Rim countries. Equally, there a host of interesting opportunities in Europe, both in the European Economic Community (e.g. Italy, Spain, Germany) and in non-EEC countries such as Sweden, Switzerland and Austria, where trade barriers are less of an impediment to marketing value-added products than in the Community.
4. Exporters who currently focus their marketing efforts on New England, and do not want to take marketing initiatives outside of North America, may find new markets in the United States Southeast (Atlanta), or the mid-West. Reports from the Canadian Consulates in Detroit and Chicago indicate significant potential in regions which are readily servicable from Pacific, freshwater and Atlantic fisheries.
5. The number of new export opportunities identified by Canadian Trade Offices continues to rise. For FY 1989-90 posts identified 189 opportunities during the annual planning process. That compares to 176 during the previous year. The main species and product opportunities related to salmon, lobster, cod, roe, shrimp, crab, clams, herring, squid, redfish and hake.
6. Salmon, currently identified as a priority marketing concern, accounts for the largest number of opportunities (23). For the most part those opportunities lie offshore in Pacific Rim and European markets. Products in demand include salmon roe and fresh, frozen, canned and smoked product forms. (Canadian Trade Offices abroad are currently being being canvassed for a detailed assessment of salmon marketing conditions. Information from the survey should be available at selected International Trade Centers as it is received and assessed during FY 1990-91.)
7. Lobster, another priority fisheries marketing concern, accounts for the second largest number of opportunities (18). Good opportunities were identified by 13 Trade Offices in Western Europe and the Nordic countries, 3 in Pacific Rim countries and 2 Trade Offices in the United States. Product forms in demand include live lobster and, to a lesser extent, frozen and canned products. (Preliminary information from the "World Lobster Marketing Survey". currently in preparation, is available from selected International Trade Centers).
8. Many opportunities for Canadian underutilized fish species are also identified by the Trade Offices. Exporters may note the opportunities for redfish, mackerel, herring, dogfish, eels, monkfish, sea urchin and others. (The FY 1990-91 edition of this guide will have a special focus on export opportunities for underutilized fish species.)