

## (1) PURPOSE

This Global Market Opportunities Review represents a general framework for a series of particular sub-sector reviews including **lobster, salmon**, underutilized (**non-traditional**), **aquaculture** and value-added products including seafood, for which specific marketing factors, challenges, strengths and weaknesses are identified. In time, it may be desirable to develop discrete reviews for additional components of the sector. As such, it is general in nature and seeks to address basic themes relevant to the sector as a whole.

The initial five Global Market Opportunities Reviews on fish are being developed to assist the Trade Commissioner Service (TCS) within EAITC to ensure that its business plan (post planning system) reflects the interests of the Canadian fishing industry in terms of taking advantage of current and emerging market opportunities and trends as well as addressing key marketing constraints facing the fish and seafood industry. More particularly, the reviews are intended to outline a process to:

- (a) identify prospects and opportunities in export markets,
- (b) identify trade and commercial constraints facing Canadian exports,
- (c) identify Canadian competitive strengths and marketing weaknesses,
- (d) propose a strategic course of action for enhancing Canadian exports, and
- (e) relate to the proposed course of action, activities and promotional events undertaken by the Trade Commissioner Service in Canada and abroad in cooperation with the work plans of other interested governmental and private sector agencies and firms.

It is recognized that other traditional fish species are not excluded and will continue to receive attention in export marketing activities of the Trade Commissioner Service. Some of these species are snow crab, northern shrimp, herring and mackerel.

Although many Canadian producers/ exporters are active in seeking out new or non-traditional export markets including specialized segments and niches, much still needs to be done to develop market intelligence, quality assurance and promotion along with the awareness that Canada still has abundant marine resources to meet many demands of the international marketplace. There are currently 110,000 fishing licence holders sharing C\$ 1.3 billion in landed value for 1992 or C\$ 11,000 per fishermen as gross income. This does not take into account costs of vessels, nets, fuel, and other equipment. This would suggest that much rationalization of fishermen and the processing side must take place in order for this sector to remain viable in the years, particularly bearing in mind that low cost countries continue to erode Canada's market share for fishery products in all our export markets.

The objective of developing this opportunity review is to identify those marketing factors which should be addressed to secure higher and more stable revenues from export sales in order that the Canadian fish marine plants and seafood industry can gain a reasonable return on capital outlays and better value for time and effort invested.