

The Post in Seoul has identified 11 seafood products for which it believes there exists good prospects for Canadian seafood exporters, and those products are listed below. In addition, the mission has provided detailed information for Canadian suppliers of salmon products and lobster products.

1. Frozen herring
2. Frozen salmon
3. Ocean perch
4. Frozen cod
5. Prawns
6. Lobsters
7. Frozen fish fillets
8. Geoduck clam
9. Frozen pollack
10. Frozen flounder/sole
11. Shellfish, like mussel

SALMON

According to the latest edition of the Food Balance Sheet prepared by the Rural Economic Research Institute, Korea consumed a total of 2,526,700 metric tonnes of fish in 1989 (including 301,500 Metric tonnes of seaweed). Per capita consumption of fish remains at 36 kilograms per capita. By species, per capita consumption of fish per day was: pollack at 14.33 grams; mackerel at 6.33 grams; sardine at 5.84 grams; and anchovy 5.37 grams. Per capita consumption figures for salmon are unavailable because salmon is considered a luxury item and is not common species consumed by Koreans.

The National Fisheries Administration maintains salmon hatchery farms on the east coast and releases approximately 14 million head of salmon fingerlings into the sea per year. Unfortunately, total return rates are limited to a small amount of chum and pink salmon, an estimated total of 27 metric tonnes in 1988 and 57 metric tonnes in 1989. Korea has an efficient salmon processing industry and imports over 2.5 million tonnes of frozen salmon and exports roughly the same amount as canned salmon products. Both import and export volumes of salmon have been declining substantially over the past two years. Korea hosted the Olympics in 1988 and many salmon canneries have been closed over the last two years due to non-competitive export prices. Imports of fresh salmon are small, but Canada is the largest supplier with approximately 92 percent of total market share. The United States and Singapore are the major competitors for frozen salmon by holding 64 percent and 26 percent of total market share respectively. Canada's market share has been 0.9 percent of total market share in 1988, 2.9 percent in 1989, and 1.8 percent in 1990. Prior to 1990, there were three large salmon canneries in Korea which imported substantial amounts of frozen salmon for processing, but all three operations have since closed their doors.

Salmon products are eaten in Korea fresh, cooked and smoked. Although the consumption of fresh salmon is extremely limited (approximately 2 percent) due to higher prices, fresh salmon is mainly used for making raw dishes (**sasimi or susi**) in hotels and upper-class Japanese style restaurants. Korean importers prefer 8-10 pound King or Chinook salmon and is generally imported by air in 50 pound styrofoam packs. Smoked salmon is mainly consumed in tourist hotels, buffet restaurants and department stores with approximately 97 percent of frozen salmon imports going for domestic smoking purposes. Korean importers prefer 6-9 pound chum and sockeye, head-less and gutted, and imported