

The Secretariat of Health requires that importers apply for, and obtain, an "Autorización Sanitaria Previa de Importación" for all food and fish products. In order to obtain such authorizations, importers must present laboratory analysis results taken in the country of origin, which certify that the product is safe for human consumption.

In the case of lobsters, Fisheries and Oceans Canada is supportive of Canadian exporters who wish to ship product into the Mexican market. On the request of Canadian lobster exporters, FANDO's regional Inspection Services Branch will issue certificates to enable Mexican customers to process their import applications in accordance with the rulings of the Secretariat of Health. Interested parties should contact the regional offices of Fisheries and Oceans, or Mr. B.J. Emberley, Director General, Inspection and Enforcement, Fisheries and Oceans, 200 Kent Street, Station 1338, Ottawa, Ontario, Canada K1A 0E6.

MARKETING

As indicated earlier, the principal supplier of lobster to the Mexican market is the United States, consisting of rock lobster and other sea crayfish. Official Mexican statistics make no mention of *Homarus Americanus* entering from that country. In recent months there has been growing interest among potential seafood importers and distributors for information on Canada's lobster industry.

Annex I of this paper lists the companies which inquired specifically about lobster at the Canada Booth during the recent fisheries exhibition organized by the Secretariat of Fisheries in Mexico City. Canadian exporters may communicate with these contacts to initiate a dialogue which could possibly lead to some future business.

Homarus Americanus, because of its large size and more choice flesh in the claws, is considered to be a delicacy among Mexico's gourmet trade. The recent easing of import controls for fisheries products could result in increasing future sales of Canadian lobster and crayfish into the Mexican market. It should be recognized, however, that because Mexico is one of the world's major lobster producers, significant increases to the present import levels would seem unlikely. Canadian exporters may have to be content with supplying a niche market at best.

Sales of imported seafoods to Mexico are usually made through local agents or distributors, who normally operate on a commission basis. Products coming into the country move from the exporter to the local agent or distributor, then he delivers to the wholesaler, supermarkets, hotels and restaurants. Most buyers prefer to deal with