

AUSTRALIA

SUPPLY AND CONSUMPTION

With a population of approximately 16 million, Australia offers an attractive market for particular Canadian salmon products. Australia has established, on the island state of Tasmania, a viable Atlantic salmon industry which is presently suffering from over-supply. Past Canadian export sales to Australia have been dominated by canned salmon (\cong 75 percent). Opportunities do exist for Canada to export more salmon products to the Australian market, but efforts down the years have seen no significant change from the predominance of canned salmon.

HEALTH REGULATIONS

Fresh salmonids are banned from import to the Australian market. Salmon must be heat smoked under prescribed conditions in plants approved by the Australian quarantine authorities (details may be obtained from your local office of the Department of Fisheries and Oceans). Mercury limits for seafood entering Australia must not exceed .5 ppm.

POST PROPOSALS

Australia is a sophisticated and price-conscious market for fish products and therefore presentation, consistent quality, and continuity of supply are of paramount importance. It can be expected that Australian importers will not even acknowledge an offer that vis by international standards not reasonable. The market, however, is a reliable one and one that generally pays as specified.