

## CONCLUSION

Canada has an abundant lobster resource. With the strong emphasis on conservation and resource management, the long term supply outlook is for stable growth. Canada should continue to be the world leader in lobster supply.

Our cold pristine waters ensure harder shelled animals with firmer, sweeter meat and fuller shells. These water are free of contamination and disease.

Canada is the world leader in dryland storage technology and as the technology of pounding improves so will our capacity to offer year round supplies at competitive prices.

Backing up the supply are modern government inspected handling and processing facilities ready to cater to the specific needs of customers. Strict inspections guarantee reliability of quality and phytosanitary standards.

With respect to live lobster, in the short term we expect to see increased emphasis on reducing mortality rates during holding and transport. Although already low at 5%, improvements will give increased economic gains to 11 segments of the industry.

On the processing side we expect increased emphasis on the newer products, for example, uncooked tails and vacuumed packed blanched whole lobster. Greater emphasis will also have to be placed on further processed specialty products including frozen portions and prepared entrees for the retail market. Improved packaging also represents a challenge to the industry.

Europe with its diversified tastes and increasing demand for more ready to cook and ready to eat products should be particularly receptive to these developments.

Lobster is one of the strongest components of Canada's seafood exports. However, we recognize that in order to sustain continued growth lobster products must satisfy the specific needs of the marketplace. We look forward to your views today on how this might be achieved in the United Kingdom.