

There are already services in place within industry such as the Canadian Association of Fish Exporters Intelligence Digest. Also, the Fisheries Council is studying ways to promote Canadian generic fish to take better advantage of consumer awareness of our high-quality product. Equally, the Council's study of food service markets will help your industry to get more value out of the existing cod and other white fish stocks.

Such services are also available within government. For example, Canada's Trade Commissioner Service -- with over 800 staff members in 128 offices outside Canada, and 12 International Trade Centres within Canada -- provides a very active program of export development. In many posts where seafood and marine products represent a significant export market opportunity, there are one or more officers providing service full time to the fisheries products industry. And to highlight the importance of trade to our standard of living, I have designated October as Canada International Trade Month.

We have co-operative, efficient and viable industry-government market systems operating which can respond to the new challenges of a global market. However, the challenge for any such system is making strategic decisions about their structure which will determine not only the intelligence they gather but also their ability to interpret it. Finally, the challenge is knowing when and how to act upon the intelligence.

This is the area where your industry must be prepared to make substantial investment. In the past, the Government has assisted the development of marketing systems and the means of gathering market intelligence. For the future, strategic decision making in your industry will rely more and more upon the quality of your investment in this area.

I am very impressed by the recently created B.C. Salmon Marketing Council, which has funding amounting to nearly \$1.5 million from members representing all stakeholders in the industry: fishermen, processors, market consumers and native people. The Council will support a fishery promotion campaign and efforts to improve our competitive edge in the international salmon products market.

Perhaps it is time industry and government began to talk about how to create and fund such councils on a national basis.

The important feature is that all of these initiatives are industry-conceived, industry-run, and to a considerable extent, industry-funded. Naturally, government start-up funding will be available, but the objective is to create industry-reliant, permanent mechanisms. In the future, there may be many examples of such initiatives. The proposals which flow from the sectoral campaign would meet the objectives I have just outlined. I am happy to be able to say that they will form the principle focus of the Phase III Sector campaign. They are:

- Strategic Initiatives Fund;