

Merchants at *La Nueva Viga* and other major markets usually learn of new or foreign products through personal visits from the supplier. Catalogues and promotional literature are used to a much lesser degree. Many merchants deal with intermediaries who make it their business to stay aware of new products. These dealers visit trade fairs and follow up on ads in sector publications such as *Notimar*, which is published twice yearly, and the weekly publication of the *Cámara Nacional de la Industria Pesquera (Canainpes)*, National Fishing Industry Association.

FROZEN SEAFOOD

Most frozen produce is of American origin, with squid, surimi and salmon being especially popular. Canada's 1995 sales in this category were only US \$58,000 in 1995, about 1.2 percent of the import market. Any of the companies in *La Nueva Viga* may import frozen goods and some package them under their own brand name. The largest distributors are *Exim Caribe* and *Stamar*.

CANNED SEAFOOD

With the exception of tuna, canned fish is generally considered a luxury; therefore, imports are made mostly by delis or specialty distributors. The market is highly concentrated and most canned goods are imported from Spain. Sardines are Canada's principal export in this category. Sales in 1994 totalled US \$1.1 million but they fell to US \$599,000 following the peso devaluation of December 1994. This reflects the fact that Canadian sardines are of better quality and are higher-priced than competing products.

Canned tuna is very inexpensive in Mexico, partly as a result of the American embargo. According to one estimate, a can of tuna costs an average 46 cents in Mexico, while in the US it averages US \$1.19 and in Europe, US \$1.29. Observers expect this situation to change abruptly when the embargo is lifted, and several Mexican tuna producers are reportedly working on plans to reenter the American market.

PRESERVED FISH

Several forms of preserved fish are popular in Mexico. Dehydrated salted fish, particularly cod, is especially popular during Lent and Christmas. Norwegian cod is popular, although Canada's sales have been growing and it claimed 26 percent of the dried cod import market in 1995.