

- Most markets have shown a marked increase in import demand from 1985-88, incorporating a definite seasonality, particularly the Christmas period and this pattern appears to be still holding. Despite falling prices, the product is still perceived as a festive luxury item. There is also a move to smaller pack sizes.

- Future Trends: The increasing market capacities will lead to increased production of farmed salmon and its smoked product. Intensified competition among smokers and innovative packaging and marketing (harvest and smoking dates on packages, product differentiation - smoked vs. wild, etc.) is expected to maximise the value of the product.

#### QUESTIONS:

**Why has Pacific salmon use declined in recent years?**

**Reply** - The greater availability of Norwegian salmon has lowered its price in relation to the Pacific product and the Atlantic product is also perceived as of higher quality.

**Are there any current disease problems, e.g. listeria etc.?**

**Reply** - There is some current public concern in Europe over disease and attempts are being made to deal with it via media education etc. So far it does not have the severity of the previous "nematode" problem, but it is a possibility that the situation could worsen.

**Trout, Salmon Trout & Salmon - P. Toerring, Director, Association of Danish Fish Processing Industries and Exporters.**

**Production:**

Similar to salmon aquaculture, Denmark has seasonal variations in farmed trout production. The production is also affected by high local consumption in Norway, Sweden and Finland. The international markets thus only receive about 8,000 tonnes out of a total production of 30,000 tonnes.

**Quality Aspects vs. Other Species:**

- A smaller head and tail and bigger belly for trout than Atlantic salmon means a bigger filleting yield. A smaller size range (1.5-5 kg, average 2-3 kg) offers some potential market advantage. The colour is more red than Atlantic salmon, yet not as red as Pacific salmon.