

INTRODUCTION

Fish export promotion program plans have been prepared by 33 of the 112 External Affairs posts and missions abroad. Plans are developed for those markets where the fisheries and fish products sector is designated a priority for the post's current fiscal year's trade development activities or in those markets where the fisheries and fish products sector constitutes one of the top six Canadian exports based on actual export sales.

The plans identify a number of new export market opportunities for fish products including products using underutilized species, aquacultured species as well as traditional species, and value-added products. The opportunities for underutilized species include mackerel, monkfish, sea urchins and turbot. Among the value-added products identified were fish entrées, smoked fish (number of species) and surimi. The potential for farmed salmon in the U.S. market is also clearly recognized.

In November 1988 the Fisheries Division published the "Fish Product Export Market Opportunities Guide: 1988-1989" to alert Canadian fish exporters to the export opportunities identified by Canadian Trade Commissioners. That booklet was mailed to exporters registered in the "WIN EXPORTS" system and advertised in "Canadexport".

This report is an annotated version of the Guide published in November 1988. It provides greater detail on the fish product export market opportunities.

The guide presents the data both by country market and by products/species. An index to country markets is found on page I and an alphabetical index to products/species is found on pages II-V.

If you are interested in the opportunities identified by Canadian posts and missions abroad, your first point of contact is your nearest International Trade Centre, located in major centres across Canada (page 54).

In addition, you may contact the Fisheries Division and the Geographic trade development divisions of External Affairs, or the posts directly for further information. A list of contact names and addresses may be found in the "Directory of the Canadian Trade Commissioner Service".

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List of International Trade Centres

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