

Exporting flair

Still tops in international fish sales

Canada maintained its status as the world's leading exporter of fish products in terms of value for the seventh consecutive year, according to preliminary 1984 statistics from the Food and Agriculture Organization.

Total fish exports during the year amounted to \$1.59 billion, representing an increase of 2 per cent over the 1983 figure. In volume, 511 024 tonnes were sold to about 50 countries, representing an increase of 3 per cent.

The increases occurred despite an 8 per cent reduction in over-all landings which, in 1984, amounted to 1.25 million tonnes, worth \$867 million.

Large industry

Canada's fishing industry employs about 100 000 Canadians, directly and indirectly, in the Atlantic, Pacific and freshwater fisheries. The network of 900 plants that transforms the fish into various product forms last year produced 640 440 tonnes, valued at \$1.88 billion.

Canada exported 80 per cent of its fish

Major fish markets

| | (per cent) |
|-----------------------------|------------|
| United States | 61 |
| Japan | 15 |
| European Economic Community | 13 |
| Other countries | 11 |

products in 1984. The most lucrative forms were fresh and frozen shellfish (\$355.7 million), frozen fillets (\$287.5 million), frozen whole or dressed fish (\$203.2 million), frozen blocks (\$123.4 million), canned fish (\$120.6 million), roe (\$117.7 million), and salted and dried fish (\$101.2 million).

The United States is the largest market for Canadian fishery exports, amounting to 61 per cent in 1984. Most of this entered via New England from Atlantic Canada.

Japan and the European Economic Community are the next largest foreign markets for Canadian fish, taking 15 per cent and 13 per cent respectively of the value.

Pleasing the customer

To maintain the position as the world's leading fish exporter, Canada's fishing industry, backed by the federal and provincial governments, are involved in a number of programs.

One of the most important is the quality program, which ensures that fish are graded according to standard and that top-of-the-line products are readily available. The program has been implemented gradually over the past five years and is now in its final stages with the grading of groundfish effective in 1986. Other species will follow.

Another plan to increase exports involves diversifying Canada's products so that customers can purchase Canadian catches in whatever form they prefer. For exam-



Scallop raking off the Newfoundland coast.

ple, in 1984 the Japanese industry provided technical assistance to Canadian processors so that they could produce redfish (ocean perch) in the form preferred by the Japanese.

Efforts are also continually under way to open new markets and expand existing ones. The Department of Fisheries and Oceans, for example, is currently seeking a market for sea cucumbers in Asia, where they are considered a delicacy.

Another thrust has been to send more fish abroad as food aid with the result that, over the past two years, the fish component of Canada's food-aid basket has more than tripled to \$30 million.

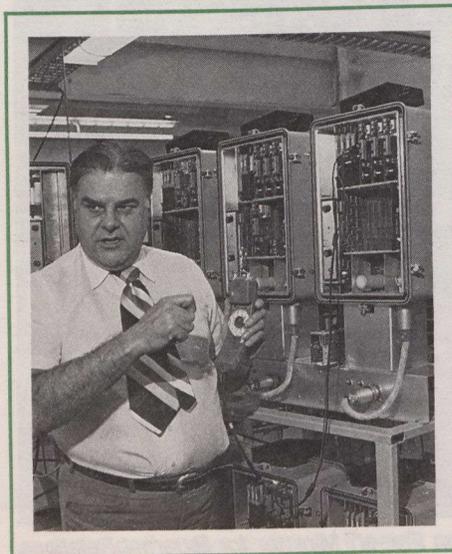
More markets for microwave systems

Exporting has been the major factor in the recent dramatic growth of SR Telecom Inc., a microwave telecommunications equipment firm in Montreal.

From only about \$1 million in export sales in 1982, the company now sells between \$20 million and \$30 million annually and its microwave systems are now in 36 countries. About 90 per cent of total production is exported to Latin America, the Middle East, Asia and other countries and the company is looking to increase sales in China.

Far-reaching products

SR Telecom markets the SR-100, a microwave system that will connect up to 100 subscribers to a central switching point within a radius of 200 kilometres and provide voice and data communications that meet or surpass international quality, direct-dialing and reliability standards.



SR Telecom president Donald Beaupré demonstrates the firm's microwave equipment.

The microwave system, built to withstand all climates, is computer-controlled and uses "time division multiplexing" technology, where several streams of data are merged into a single high-speed channel.

The SR-100 has been sold to major North American telephone companies and to resource companies. It is used by oil companies for specialized voice and data communications, especially in remote areas.

Expanded system

SR Telecom has also developed the SR-500 which can link up to 1 000 subscribers to a central switching point within a radius of several hundred kilometres. In addition, the company is working on a number of new systems, both for voice and data.

While continuing to penetrate world markets SR Telecom has begun to licence assembly abroad. Its first licencing pacts were with Turkey and Korea, and talks are underway with Mexico, Yugoslavia and Greece.

Champlain