

## NEW ZEALAND

### SUPPLY AND CONSUMPTION

The only Canadian salmon products currently imported into New Zealand are canned and account for approximately 90 percent of the market. Even though Canadian market share is very high, the figure is a slight reduction from the past due to increased competition in the market. Smoked salmon products no longer are allowed entry to the market because of regulations implemented over the past year following food studies carried out in Australia and consequently adopted by New Zealand.

### POST PROPOSALS

The post in Wellington has proposed conducting a Canadian canned salmon promotion in the new fiscal year to ensure Canadian products continue to maintain the current market share. Program approval is still required and until such time, the planned events are only in the proposal stage.