

## ABSTRACT

The *WORLD SALMON MARKETING SURVEY* provides market assessments from Canadian Trade Commissioners and Commercial Officers at 35 Canadian Trade Offices abroad. The Survey is organized geographically by countries, and regionally in terms of the territory covered by our posts in the United States. The profiles include information on factors relating to the marketing of salmon such as: supply and consumption; distribution channels; tariffs; phytosanitary regulations; local business practices; recent market developments and trends; as well as suggestions on how Canadian export performance might be improved.

Lists of Canadian Trade Offices abroad, International Trade Centres located across Canada, together with the Geographic Trade Divisions within the Department and their geographic responsibilities are appended.