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Canada retains its position as the world's leading fish and seafood exporter

Now in its sixth year, November Fish and Seafood Month has resulted in increased domestic sales and consumer interest. The major promotion effort in Canada is carried out by the Department of Fisheries and Oceans in co-operation with the Canadian fishing industry. Over 100 000 Canadians earn their living directly from the fishing industry, either as fishermen or processing-plant workers and managers. Thousands of Canadians depend on the industry for their livelihood, including those employed in vessel design and construction, fish-equipment manufacture and supply, wholesale and retail operations, and fisheries-resource management. In this special colour supplement — a first for *Canada Weekly* — we salute all involved in the fishing industry.

(Source material and photos courtesy Department of Fisheries and Oceans.)

For the fifth consecutive year, Canada was the leading fish exporting country in 1982, in terms of value, according to statistics from the Organization for Economic Co-operation and Development (OECD).

Next came the United States, Denmark, Norway, Japan and Iceland, in that order, among the OECD-member countries. The OECD, with headquarters in Paris, is an organization of industrialized nations whose objective is to facilitate trade and investment, and to analyze and deal with general economic problems.

Improved fishery resources through sound stock management, a steady demand for fish and seafood, and a continued effort both nationally and internationally by the Canadian Department of Fisheries and Oceans to protect species and to promote fishery products, have sustained the growth of Canada's fishery sector despite prevailing economic hardship in recent years.

Not only the leading fish and seafood exporter in dollar value in 1982, Canada was one of the leading producers of fishery products in terms of volume. The total market value of the 1.39 million tonnes of fish and seafood landed in 1982



was \$1.9 billion, with \$1.6 billion coming from exports. Salmon and herring from the west coast and cod, flatfish, crab, lobster and scallop from the east coast were the main species exported. East coast fisheries accounted for 70 per cent of exports, west coast fishery 23 per cent and freshwater fisheries 7 per cent.

Canada has held its position as the world's leading fish exporter in dollar value since 1978. Ranking sixteenth in the world in terms of volume of catch, Canada's share of international fish trade is approximately 7 per cent. Department of Fisheries and Oceans (DFO) inspection and quality improvement programs guarantee customers in some 50 coun-

tries the very best that Canadian waters have to offer.

The establishment of the 200-mile exclusive fishing zone in 1977 and sound resource-management practices have provided the Canadian fishing industry with an incomparable and growing resource of more than 100 commercial species.

Almost 80 per cent of Canada's fish production is exported. Markets are: United States, 55 per cent; European Economic Community, 16 per cent; Japan, 15 per cent; other European markets, 6 per cent; and other markets, 8 per cent.

Canada's main export product forms are: frozen, 49 per cent; cured (salted, smoked, dried), 15 per cent; whole or dressed fresh fish (including fish fillets), 9 per cent; fresh and frozen shellfish, 9 per cent; canned, 6 per cent; and other products, 12 per cent.

Consumption and catch

Canadians consumed about 20 per cent of total Canadian production of fish and seafood in 1982. While their *per capita* consumption of 7.2 kilograms is modest compared to the 32 kilograms *per capita* consumed in Japan and 18 kilograms in Scandinavia, it represents a 30 per cent increase over the consumption in 1972.

The domestic market for fishery pro-



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