

Mission: 404 Milan

Market: 237 Italy

Key Subsector: 021 Fish and Shellfish and Other Products

In 1987 Italy imported 428,000 tonnes of fish products which represented about a third of its total fish consumption (1,249,700 tonnes). This total consists of dry salted fish - 150,000 tonnes, fresh and frozen fish -- 839,700 tonnes and fresh and frozen anchovies and tuna - 260,000 tonnes. Fish consumption has been growing rapidly from 9.5 kg per capita in 1969 to approximately 13 kg currently. Canadian exports to Italy of C \$31 million in 1987 have been primarily salted cod, frozen Pacific salmon, canned salmon and recently live lobster. Opportunities exist for increasing imports of frozen higher valued fish products such as salmon, given current consumption trends. In addition, frozen salmon will continue to be imported by Italian smoke houses to produce smoked salmon.

| <u>Specific Product Opportunities:</u> | <u>Current Imports (\$CDN)</u> |
|--|--------------------------------|
| Salmon                                 | \$20.00 M                      |
| Cod                                    | \$3.40 M                       |
| Lobster                                | \$3.00 M                       |
| Clams                                  | .60 M                          |

Key Subsector: 022 Processed Fish and Shellfish

| <u>Specific Product Opportunities:</u> | <u>Current Imports (\$CDN)</u> |
|--|--------------------------------|
| Cod (salted and dried)                 | \$107.00 M                     |
| Salmon (smoked)                        | \$30.00 M                      |
| Salmon (canned)                        | \$5.00 M                       |
| Crabs                                  | \$3.00 M                       |

Post Comments re Marketing Approach:

The post notes that frozen fish products match the Italian consumers' desire for easy preparation and also fit into the modern and diversified distribution channels existing in Italy with 110,000 sale locations.