

wholesale fish markets, particularly Billingsgate, while others operate their own delivery service, particularly useful when servicing the restaurant trade with live lobster.

Tariffs are standard throughout the EC and are levied on the C.I.F. value. Live and whole chilled or whole frozen lobster (cooked or uncooked), 8%; frozen lobster, other than whole, in shell, cooked, chilled or frozen, 16%; lobster, prepared or preserved (eg. cooked and out of shell such as cold pack or meat pack or meat packs) 20%.

From January 1993, as part of the single market process, live animals (not including live lobster) may only enter the EC at designated points. The U.K. has designated the following airports: Heathrow, Gatwick, Stansted, Luton, Birmingham, Manchester and Glasgow. Sea ports included are Birmingham (on river Humber near Grimsby), Tilbury, Felixstowe, Harwich, and Liverpool. All these now have three years to bring themselves up to required standards, but as of January 1, 1993, no other points of entry for non-EC live animals may be used. There is nothing to preclude other airports and sea ports from applying for designation as an entry point, if they think there is a commercial need.

The High Commission has coordinated an ongoing lobster promotional programme over the past four years. Initial efforts were concentrated on the trade and trade press, and Canadian lobster is now well known in the trade. The focus of current activities is now more towards consumers. The mission has supported a restaurant promotion in the North of England during the last two summers, and this past year a restaurant promotion at the prestigious Savoy Hotel in London. The mission plans to repeat both in 1993 and to identify others, preferably with hotel and restaurant chains, in addition to monitoring developments of sales in supermarkets to identify any appropriate promotional activities.

A generic campaign is being mounted in the United Kingdom for lobster during 1993. The major biennial food fair in the territory is the International Food Exhibition (IFE), which took place in April 1993 in London, however, to date no seafood companies from Canada have participated in the show. In addition, a good promotional video showing the Canadian lobster fishery, talking about management of the resource, and dealing with how to handle a whole live lobster, would be very useful for a number of applications. Recent promotional material from CALPA (folder with information sheets) is very good, and will aid the High Commission in its efforts. Canadian lobster exporters might consider placing advertising in the trade press targeting the catering and hotel/restaurant industries.

A Canadian strength lies in ability to supply the market. Canada is very fortunate in that because of the relative abundance of the resource, it can offer closely graded live lobster to the U.K. and market much more effectively than domestic producers. Also, given favourable flight schedules, importers can telephone one evening and receive the product the next morning. However, there has been a worrying reduction recently in direct flights from Halifax to London, and this is causing concern with U.K. importers. Through November 1992, there was effectively only one direct flight a week. Boston, of course, has a greater choice of carriers. The High Commission recognizes that there is probably little that can be done about this problem, but it is a concern. Canadian live lobster generally enjoys a much better quality image than American product. However, the latter tends to be cheaper, and some traders buy it when Canada has soft-shelled lobster. There is a certain cachet (one might say snobbery) about local lobster, particularly Scottish product. Some of the most exclusive chefs claim that the Scottish lobster is better. However, the supply is so small, and the price so high for most of the year (especially as a large proportion is exported to France), that it is not a serious competitor. The mission was very