

The Post is pleased with the reinstatement of CALPA, the only source in Canada for material for generic lobster promotions, and looks forward to working with them on relevant local activities. The better part of Canadian lobster promotion in the Netherlands to date has been devoted to live lobster, but in early 1993, frozen lobster parts were specially promoted at a major HRI-show in Amsterdam. Sponsors will include the Province of New Brunswick, VEN International Food Market, and KLM Airlines. If all works out as planned, chef Richard Chiasson will come over to the Netherlands for the third time to unfold the secrets of good lobster cooking.

Benefiting from growing consumer affluence and a favourable Cdn\$/guilder exchange rate, Canadian lobster exporters have done well in the Dutch market in recent years. Regular local publicity on the nutritional value of fish has helped to make fish increasingly popular in the Netherlands, a comparatively modest consumer of fish, but on a per capita basis (14.5 kilos) exceeding Canadians. Another factor that will have contributed to Canada's performance is the ability to ship lobster at a zero-to-low mortality rate. The Post has yet to receive a complaint from a local importer on the quality of Canadian lobster.

Of Canada's two major strengths, price and quality, price would appear the most vulnerable. It is determined by resource, exchange fluctuations, the availability of air cargo space, demand in export markets and, perhaps somewhat improbable, the formation of export consortiums or significant mergers of individual exporters. Canadian Atlantic lobster is among the worlds best controlled fish resources and this should guarantee future supply.

The decision of KLM to discontinue their regular Amsterdam-Halifax-Ottawa 747 run effective October 1992, has created a significant transportation problem. This service has been replaced by Martin Air, a Dutch charter company in which KLM has a majority interest. The 767 aircraft Martin Air operates have considerably less freight carrying capacity and the Dutch lobster importers were forced to look for alternatives, many of which fly to airports in nearby countries.