

officials of Fisheries and Oceans to ensure export market development proposals are in concert with market needs.

Under the AFAP initiative, EAITC will create and expand awareness, working through associations, to promote snow crab in the U. S., lobster in Europe, bloaters in West Africa and Non-traditional species such as redfish, blue shark, Greenland halibut, mackerel, Pacific hake/Silver hake and grenadier in our major export markets, especially USA, Japan and Europe.

On Canada's West Coast, strong traditional fisheries (herring, salmon and halibut) still command the attention of buyers. It is known however, that shifts in world markets, increasing scarcity of traditional species and changing harvesting technologies increase the chances that non-traditional and unutilized species can be caught and successfully marketed. The Sectoral Liaison Secretariat (TOS) of External Affairs and International Trade Canada plans to coordinate market identification needs with the Ministry of Agriculture, Fisheries and Food of British Columbia and the Underutilized Fisheries Development Centre of B.C.. In light of acceptance of species identified by West Coast interests the development of those species is warranted. It is interesting to note that perceptions of a specie identified as non-traditional in Canada may be perceived as needed and well known in key Asian markets.

There is recognition of the need to promote more non-traditional species in the United States, Japan and the United Kingdom in particular to supplement species that are losing market share because of reduced landing quotas leading to higher prices.

There is a need to match selected species with key markets where potential is greatest. EAITC/TOS in consultation with the fishing industry, provincial governments, other federal departments and associations have reached a consensus to establish criteria for the inclusion of species under this strategy. These consultations also resulted in the need to regionalize the species list for consideration as a specie important to one province may warrant little or no consideration in another. Please see appendices 1 and 2.

There is a need to assist posts to draft terms of reference and undertake competitiveness studies (e.g. male capelin in Taiwan, skate fillets in France, silver hake fillets in Paris to Portuguese immigrant community, pacific hake/ whiting filets and fillet/blocks in Poland, United Kingdom and Russia, surf clams in southern Japan, v-cut headed and gutted or redfish fillets in Japan, dogfish backs for the Asian market and fresh shark fins for Hong Kong).

There is a need to develop the profile of non-traditional species in concert with the EAITC geographic bureaux, through the development of generic display/promotional materials at major fish and food shows.