CÔTE D'IVOIRE: THE MARKET IN BRIEF

Côte d'Ivoire is an attractive potential long-term market for large volumes of underutilized fish species. Mackerel and herring seem to offer the best opportunities for sales although there may be possibilities for other species such as Pacific hake. The main demand is for low-value, fatty species with a preferred minimum fat content in the 18-20% range for general public consumption. Fish are imported frozen and sold to hawkers who sell the fish either smoked or fresh throughout the country.

Canadian firms must have a capacity to operate in French and be prepared to handle large orders at low prices. Long term exploitation of this market opportunity may require firms to examine one or all of the following factors to ensure competitiveness: costs and product characteristics resulting from Canadian harvesting practices; export consortia or joint marketing techniques; Canadian warehousing and handling capacities; shipping arrangements; competitors' credit practices; joint ventures; established marketing structures and practices, especially with regard to packaging and labelling.