create product differentiation at point of sale, together with increased consumer, production, retail, institutional and environmental convenience.

The growth in worldwide consumption of seafood has been and will continue to be a result of the greying (ageing) population in developed countries. Other factors such as the health benefits of consuming fish and seafood, and concerns by industry, governments and consumers on environmental degradation. The world population continues to expand at an ever-increasing percentage when compared to the postwar period.

There is an increasing need for protein in less developed countries. In 1990 the total world harvest of fish was close to 100 million tonnes with a market value of C$25 billion. Of the total harvest, roughly half (47 million tonnes) was from developing nations. The ability to pay for this protein is limited in many developing nations. Those same countries export fish protein for hard currency generation .

Fish for food can be increased by the landing of discarded by-catches, by upgrading a portion of the 30% of annual landings from fish meal (pelagics in particular) to food quality. Most small sized fish are discarded and as such are not utilized.

Consumers who will buy new species are generally those not in need of protein for sustenance and mainly live in developed nations. Americans in particular have shown a willingness to try new (exotic) species mainly when eating away from home due to changing eating habits and a broader range of fish species offered .

The technologies to reduce loss and enhance utility and value are in many instances available and adaptable. There is always some trade off between increasing availability and utility and providing reasonably priced food. In most cases, poor yields have reduced profitability and partly explains why there is no further utilization. New processing technology exists in order to make many of these species economically feasible.

4.1 .POST PLAN PRIORITIES

For FY 1993-94, twenty-six Canadian Trade Offices abroad identified the sector as a priority for export market development. This included 12 posts in Europe, 4 in the Asia Pacific region, 9 in the USA and one in the Middle East.

With the exception of eleven post territories (Atlanta, Boston, New York and Seattle in the USA, Egypt, Japan, Mexico, Norway, Portugal, Switzerland, Venezuela), Canadian exports represent less than 5% of domestic consumption. This suggests that there is considerable room for additional Canadian exports.