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## BOSTON

### SUPPLY AND CONSUMPTION

The market for salmon in New England is somewhat limited at the beginning of 1992, largely because demand is off and prices are low. Local seafood industry contacts are surprised demand is so low when prices are around \$2.85 US for 4-6 pound, and \$3.10-3.15 US for 6-9 pound. Demand was expected to increase over the holiday season, but the market did not respond to the forecast trends. Chilean salmon exporters have been selling at the above noted prices, Canadian producers generally have not, and thus Chile holds the majority of New England market share. Local buyers and distributors have had difficulty understanding a Canadian reluctance to compete with Chilean product especially considering the large discrepancies in freight charges. Norway is only shipping smoked salmon sides into the New England market because of the anti-dumping duties. Markets for smoked sides tend to be smaller usually 300-400 pounds per order.

### POST PROPOSALS

The Post believes that British Columbia kings should present the best future marketing opportunities for Canadian products in the New England market. To improve overall market share, Canadian salmon producers should continue to emphasize to U.S. buyers and distributors of the superior quality of Canadian salmon due to the rigid inspection systems and quality controls. A distinctive marketing advantage for Canadian exporters is overnight trucking from Atlantic Canada for all New England destined products.