

- The supply/demand imbalance will continue into the 1990's as markets, of wild especially, will continue to force prices down. Recent surveys show that this will result in increased consumption, but promotion is still needed, perhaps via a check-off levy.

- India is a possible massive future market.

QUESTIONS:

R. Bulmer - Despite all of the presentations we've heard, none have addressed the subject of competing in the overall food market, i.e. seafood versus alternate proteins (pork, beef, chicken etc.), especially concerning planning, marketing etc. Should we not compete externally, rather than internally (world protein market vs. seafood protein)?

Reply by Norwegian Minister - I agree, it can be done, it was done in Norway via a government program which resulted in an increase in seafood consumption from 3 kg/per head to 10 kg. Markets where seafood consumption is low (not Japan) should be targeted and supported by government programs and international relations.

Salmon Products in Japan - H. Suzuki, Director, Trade Department, Nichiro, Japan.

- Nichiro handles the largest amount of salmon products in Japan.

- Total Supply & Demand in Japan:

1988 Inventory	86,000 tonnes
1989 Catch	231,000
1989 Imports	<u>150,000</u>
Total Supply	467,000
1989 Consumption	372,000 tonnes
1989 Inventory	95,000 (largest since 1985)
1990 Catch	204,000
1990 Imports	<u>140,000</u>
Total Supply	439,000 tonnes (Projected)
Expected Consumption	<u>350,000</u>
Expected Inventory	89,000 tonnes

- Fresh percentage is increasing, less frozen imports.