

INTRODUCTION

Fish export promotion program plans have been prepared by 33 of the 112 External Affairs posts and missions abroad. Plans are developed for those markets where the products sector is designated a priority for the post's current fiscal year's trade development activities or in those markets where the products sector constitutes one of the top six Canadian export sectors based on actual export sales.

**ANNOTATED FISH PRODUCT**

**EXPORT MARKET OPPORTUNITIES GUIDE**

**1988-1989**

The plans identify a number of new export market opportunities for fish products including products using underutilized species, aquacultured species as well as traditional species and value-added products. The opportunities for exports include mackerel, sea bream, sea herring, and turbot. Products identified were fish steaks, smoked fish and surimi. The potential for export sales to the U.S. market is also clearly highlighted.

Dept. of External Affairs  
Min. des Affaires extérieures  
OTTAWA

JUL 30 1991  
JUIL

In November 1988 the Fisheries Division published the "Fish Product Export Market Opportunities Guide: 1988-1989" to alert Canadian fish exporters to the export opportunities identified by Canadian Trade Commissioners. This information is also available to exporters registered in the "WH EXPORTS" system and advertised in "Canadaexport".

RET. DEPARTMENTAL LIBRARY  
RETOURNER A LA BIBLIOTHEQUE DU MINISTERE

This report is an annotated version of the Guide published in November 1988. It provides greater detail on the fish product export market opportunities.

Government of Canada  
External Affairs

Gouvernement du Canada  
Affaires extérieures

Fisheries Division  
Agri-Food, Fish and  
Resource Products Bureau  
125 Sussex Drive,  
Ottawa, Canada  
K1A 0G2

Direction des pêches  
Direction générale de l'Agro-  
Alimentaire des pêches et  
des produits de ressources  
125, promenade Sussex  
Ottawa, Ontario  
K1A 0G2

(613) 995-1712  
Telex 053-3745  
Fax: (613) 995-8384

(613) 995-1712  
Télex: 053-3745  
Fax: (613) 995-8384

Richard Ablett  
Director  
Fisheries Division

MAY 1989

MAI 1989