

CURRENT STATUS OF CDN EXPORTS, POST'S ASSESSMENT: "No export results to date" had been reported in the 1988-89 Post Plan, submitted in November 1987. Sales were in fact achieved early in 1988.

CUMULATIVE 3-YEAR EXPORT POTENTIAL FOR CANADIAN PRODUCTS was estimated by the post to be up to \$1 million for 1988-90. Sales achieved in 1988 have supported this estimate.

LEADING CDN EXPORTS, BY SPECIES/PRODUCT (Statistics Canada figures, value in Cdn\$ thousands, volume in tonnes)

SPECIES/PRODUCT	1986		1987	
	\$000	vol.	\$000	vol.

(STATISTICS CANADA REPORTS NO FISHERIES EXPORTS TO IVORY COAST IN THIS PERIOD.)

*Statistics Canada reports shipments of following products in addition to the above during 1986 and 1987: (nil)

Note: herring sale achieved early 1988, circa 1800 tons.

HISTORIC CANADIAN EXPORTS:

Canned fish 1978: \$51,000, 1979: \$25,000.

POST NOTES GOOD PROSPECTS FOR FOLLOWING PRODUCTS: mackerel, fresh/frozen for general public consumption.

The population desires a fatty fish with oil content of 18% to 20%. A minimum content of 15% will be essential, according to the post. As most of the fish is smoked domestically, an oily fish is required to ensure maintenance of state and flavour. A saltier taste is preferred. Fish should be in the range of 25-35 cm in length, with as little size variation as possible within each carton, since a fixed price per fish is often charged.

Côte d'Ivoire currently imports about 100,000 tonnes of frozen fish annually. Horse mackerel, mackerel and sardinella are leading species - oily species for smoking. Mackerel imports in 1987 were about 25,000 tonnes.

OTHER PROSPECTS: Modest quantities of Canadian herring were sold in early 1988. Possibly, other oily fish for smoking may have a market (Pacific hake, for instance). There is a very limited market for marine saltfish, with imports of about 10 tonnes, worth \$25,000 in 1984 (possibly hake).

NEGATIVE PROSPECTS: Fillets and other higher value product forms are too expensive for the Ivorian market. The tourist market is very limited in volume and season, comprised primarily of French nationals; hotels are provisioned out of France and three local supermarket operations.