

Mission: 533 Sydney
Market: 011 Australia
Key Sub-Sector: All Sub-sectors

Specific Product Opportunities

Current Imports (\$Cdn)

Frozen Fillets (excl. hake)	\$40.8M
Canned Crustaceans and Molluscs	\$46.6M
Canned Sardines	\$13.9M
Fish Preparations (paste, caviar, etc)	\$13.2M
Smoked Fillets	\$10.7M
Canned Herring	\$ 3.9M

General Comments:

Due to the narrow continental shelf surrounding Australia, fish resources are not as abundant as might be expected. With few exceptions, no species are found in numbers or consistency of catch to warrant a viable processing industry. In the main, however, the Australian fish catch ends up on the floors of the wet fish auction markets concentrated around the main population centers.

Nevertheless, Australia has traditionally been a net fish exporter, largely due to high-value resources such as rock lobster exports \$180m, prawn exports \$189m and abalone exports of \$128m. In fiscal year 1988-89, Australia exported \$564m and imported \$413m worth of fish products. During the same year, the value of fisheries production was \$875m with value by category, fin-fish \$248m, lobster \$252m, prawns \$246m and molluscs \$154m. Fifty-two percent of fish products consumed are imported with a per capita consumption of fish at 17.3 kg per year.

Of Australia's imported fish products in 1988-89, major categories were hake fillets and blocks \$46.7m, "other" fillets \$40.8m, canned salmon \$71.8m, canned sardines \$14.2m, prawns \$96.6m, and canned or processed other crustaceans and molluscs \$62m. The major suppliers to the Australian market were Thailand \$68m, New Zealand \$62.2m, Canada \$48.1m, Malaysia \$30.9m and the U.S.A. \$30.3m.

The main feature of Canadian fish exports to Australia is canned salmon with exports of \$35.4m (75.4 percent). Other Canadian fish exports include canned sardines \$3m, frozen fish \$2.7m, smoked fish (mainly salmon) \$4.1m.