

EAMIP PROJECT NO. TF01

TITLE International Generic Fish Promotion

RESPONSIBILITY Project Manager: R.J. Horne, (TAF)
Project Officer: To be appointed (TAF)

PRESENT SITUATION:

- a) Cabinet has accepted a recommendation by the Kirby Task Force to provide \$28 million over five years for generic promotion of groundfish and herring products. The objective is to expand the average consumption of these products, particularly among North American consumers.
- b) An Interdepartmental Committee (DFO/EA) has been established to develop, implement, manage and evaluate the results of this program. DFO has specific responsibilities for domestic, and EA for international promotions.
- c) An Industry Advisory Committee has been established in Boston composed of senior managers of Canadian subsidiary companies operating in the USA, together with officials from the Post and from Ottawa.
- d) The domestic portion of the program is basically ready, consumer research has been completed, agencies have been appointed, promotional material developed and the program should be operational early in 1984. The international phase is considerably behind the domestic being only at the consumer research stage. In this regard, arrangements are underway to acquire and analyze a major data base collected by the United States' National Marine Fisheries Service. The results of the data analysis, contracted to a consultant under a PEMD project, should provide the basis for the generic program in the United States. Work should then proceed to the identification of an advertising agency, development of promotional material and implementation of the USA phase by the fall of 1984.

OBJECTIVE:

To increase the per capita consumption of fish product in North America by approximately 4%, or one-half pound per person. Market growth in this range, combined with improved market penetration by the Canadian industry, should handle the projected increases in landings (cod particularly) on the Canadian Atlantic coast.

DESCRIPTION:

Cabinet has accepted a recommendation of the Task Force on Atlantic Fisheries to commit \$28 million phased over 5 years to fund a campaign of generic promotion of Atlantic groundfish and herring products in North America and Europe. The funds are being allocated (\$4 million in this fiscal year) to the Department of Fisheries and Oceans. It has been agreed between Fisheries & Oceans and External Affairs that the