

OBSERVATIONS

Information received from our posts confirms that there are significant opportunities for Canadian salmon exporters in many foreign markets. It is also evident that if we are to exploit these opportunities, more attention needs to be given to the particular demands and characteristics of specific markets. We must therefore become more market driven in our approaches. In addition to building on Canadian strengths such as quality of product, there are messages and suggestions from our posts which we believe merit consideration. Identified below, by way of example only, are a number of observations:-

CONSUMER AWARENESS - Consumers in certain Asian markets are not readily aware of salmon as a species. In addition, salmon is considered a luxury item by most Asian consumers and is perceived to be very expensive.

SEASONAL CONSUMPTION - A considerable increase in consumption of salmon during the Christmas and Easter holiday periods is the norm in many European markets. Promotional efforts could be targeted to these two holiday seasons.

SHIPMENT SIZE -The size of many salmon smokers is relatively small in certain countries. In certain markets small smoking operations have switched suppliers to foreign salmon exporters who can provide less-than container loads (LTL).

CANADIAN IMAGE - Many posts advised that Canadian salmon products do not have a distinctive image in their markets. Future marketing efforts should attempt to present a uniquely Canadian image based on high quality and consistency of supply. Initiatives such as gill-tags, clearly marked Canadian shipping boxes, or some other uniquely Canadian symbols can help develop industry recognition.

FOOD SERVICE MARKET SEGMENT -The most consistent outlet for high quality salmon worldwide is the hotel/restaurant sector - a sector which largely caters to the tourist trade. Future salmon marketing efforts should include seminars and presentations aimed at the chefs/cooks employed in the hotel/restaurant sectors. More generally, efforts should be made to target particularly those sectors of the industry which have the scope for increasing Canadian market share.

PROMOTIONAL MATERIALS - Numerous Canadian Trade Offices indicated the need for better promotional materials to help increase Canadian market share. Salmon exporters should develop a continuous and diverse supply of promotional items to be used by the trade, government, and other salmon representatives in such forms as posters, brochures, pins, badges, educational documentation or recipe cards.