

One must recognize that most non-traditional species listed in the appendices will not become commercially viable without effective market research, product testing and development followed by generic promotion or company specific/brand label identification.

### **7.3 WORK PLAN**

Generally the post plans should emphasize awareness of non-traditional species in promotional activities, export guidelines at food fairs.

A key task in FY 1992-93 was to develop six specie fact sheets with the Canadian Association of Fish Exporters of non-traditional fish. These were included as inserts in "SEAFOOD CANADA" for distribution to the posts. The information provided to the posts in FY 1992-93 was to enhance awareness, inform and assist Trade Commissioners of the individual market characteristics for their referral to clients. The division of EAITC (TOS) will continue to work closely with the Canadian Association of Fish Exporters, through AFAP funding of "SEAFOOD CANADA", as another instrument to inform and heighten awareness of the multitude of non-traditional species entering on a commercial basis into the international marketplace.

In FY 1993-94, prepare with a national industry association a multi-year PEMD submission for the continuation of the specie fact sheet series with species from both coasts for distribution to end users and the Trade Commissioner Service working in partnership with other government departments and fishery export associations. The posts will be encouraged to take photos on the presentation and display of fish species in their territory so that the Canadian fishing industry can imitate the product form and presentation in order to substitute a Canadian fish product in order to gain market acceptance. These Canadian species can be presented as upscale exotic species rather than just cheap substitutes. This will be dependent on the target market.

**Seafood Canada** is a quarterly publication produced by CAFE. Distributed to Canadian trade offices abroad, it provides timely market information on Canadian seafood supply to import, retail and foodservice buyers around the world. EAITC will continue its commitment to funding this publication as a vehicle for creating better awareness abroad of these species.

EAITC working with the Canadian Consulate in Detroit in February had the first Non-Traditional Seafood Treasures Dinner which featured eight non-traditional seafood items in a formal dining setting. For FY 1993-94 similar functions are planned in Cincinnati, Detroit and Chicago.

The prime objective of the Sectoral Liaison Secretariat (TOS) has been to develop a pattern of activities which facilitates industry in support of Canadian fish and seafood