

Mr. Haugen noted that, after negotiations with buyers' representatives, minimum prices for salmon and trout are stipulated defining the lowest price a fish farmer can charge for the fish he delivers. The buyers, who are mostly wholesale buyers and exporters, conduct subsequent national and international sales. He noted that exports are taken care of by the 70 buyers, however given most of the firms' somewhat modest size, their financial strength for advertising and influencing the market is limited. Therefore, instead of competing with the buyers, the Norwegian Fish Farmers' Sales Organization has become heavily involved in marketing. He noted that the 1989 marketing budget amounts to US\$10 million. It was indicated that Norwegian fish farmers fully support this funding level, realising that market investments are imperative for obtaining acceptable prices later.

Mr. Bjornstad, who represents the Norwegian Marketing Council in New York, noted that the marketing budget is administered by the Marketing Council, where both buyers and producers are represented. The Marketing Council plans and conducts national and international marketing activities through its international network of offices in Europe, the new office in New York (as of January 1989) and the new office planned for Tokyo.

The Norwegian representatives were in general optimistic about the Norwegian industry's capacity to distribute increasing supplies of farmed salmon through increased and intensified marketing in traditional markets, diversification into new markets and diversification into new product forms. They thought that price declines on farmed salmon may be necessary but temporary adjustments.

FURTHER INFORMATION AND CONTACTS:

If you require further information, your first point of contact is your nearest International Trade Centre, located in major centres across Canada (Annex 3). In addition, you may contact the Fisheries Division, the Canadian Embassy in Norway, the Department of Industry, Science and Technology, the Department of Fisheries and Oceans or the British Columbia Ministry of Agriculture and Fisheries (Annex 4). You may also wish to consult the Directory of the Canadian Trade Commissioner Service for further contacts, including Trade Commissioners in the Geographic Trade Divisions.

R. Steinbock  
Trade Commissioner  
Fisheries Division