

## GROUND FISH AND ROE MEETING

Sponsored by the Government of Canada, in co-operation with the Fisheries Council of Canada.

Moderator - Ron Bulmer, President, Fisheries Council of Canada (FCC)

**The Canadian Market Approach** - Nilo Cachero, Canadian Association of Fish Exporters (CAFE)

- In 1989 Canada landed about 740,000 tonnes of groundfish on both coasts. The landings have been on a decline and only between 690,000-720,000 tonnes of groundfish are expected to be caught in 1990, drop of approximately 7 percent.

- Atlantic cod, the most important species is hardest hit. Projected landings for 1990 are about 370,000 tonnes, a decrease of 12 percent from 422,000 tonnes in 1989. (That was already a decline of 9 percent from the previous year).

- Cod is expected to account for over 50 percent of total groundfish landings in 1990. The other Atlantic species comprise 38 percent of landings in 1989 (landings are also declining for these species):

- redfish - 77,000 tonnes
- flatfish (flounders & sole) - 60,000 tonnes
- pollock - 44,000 tonnes
- haddock - 26,000 tonnes
- turbot - 16,000 tonnes
- hake - 13,000 tonnes

- The remaining 8% of groundfish landings are from the Pacific coast, including halibut, Pacific cod, rockfishes and Pacific hake and landings there are stable. 60,000 tonnes was landed in 1989 and the same volume is expected for 1990.

- The declining supply means that Canada has to optimise its product and market mixes and improve its marginal returns. Attention is needed for Atlantic cod, resource worth C\$700 million in landings per year, with \$600 million exported.

- Over the last four years, Canada has changed only slightly the way landings have been allocated to different product forms or in the targeting of markets.

- In 1990 there will be potential increases in groundfish landings, particularly redfish and turbot, where the quota will be at least 100,000 tonnes over historical catch levels. Global markets are beginning to absorb the additional production of these