

INTRODUCTION

Fish export promotion program plans have been prepared by 33 of the 112 External Affairs posts and missions abroad. Plans are developed for those markets where the products sector is designated a priority for the post's current fiscal year's trade development activities or in those markets where the products sector constitutes one of the top six Canadian export sectors based on actual export sales.

**ANNOTATED FISH PRODUCT**

**EXPORT MARKET OPPORTUNITIES GUIDE**

**1988-1989**

The plans identify a number of new export market opportunities for fish products including products using underutilized species, aquacultured species as well as traditional species and value-added products. The opportunities for exports include mackerel, sea bream, sea herring and turbot. Products identified were fish steaks, smoked fish and surimi. The potential for export sales to the U.S. market is also clearly highlighted.

Dept. of External Affairs  
Min. des Affaires extérieures  
OTTAWA

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In November 1988 the Fisheries Division published the "Fish Product Export Market Opportunities Guide: 1988-1989" to alert Canadian fish exporters to the export opportunities identified by Canadian Trade Commissioners. This report is an annotated version of the Guide published in November 1988. It provides greater detail on the fish product export market opportunities. The guide presents the data both by country market and by product/species.

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