

- Germany is smoking Norwegian salmon and is selling it in cheap discount stores.

**QUESTIONS:**

**How do you combat negative images of farmed salmon and the loss of prestige/price position?**

Reply - This is a natural change, the gourmet image is hard to maintain as it becomes a household item. The current Norwegian image is tough to combat, via a recent TV show on fish farming that cited problems with quality control, antibiotic residues etc. This has to be countered with the actual facts that illustrate the truth and the media should be used to alter this image.

**Markets for Wild Salmon - Mike Hunter, President, Fisheries Council of British Columbia, Canada.**

- November 1988 marked the end of the traditional salmon market in Japan, as now demand has been more than met by supply and competition is apparent where before it was seller's market. Wild and farmed salmon are complementary as together they provide better plant utilization and freedom from seasonality. Assured supply has evened out production and given added emphasis to value-added products as the high-value image of salmon has diminished. There are no sales or marketing strategies at the moment. There is still too much "catch and hope".

- Significant increases in Alaska and B.C. wild salmon production has matched those of famed recently (1989) wild Pacific salmon now outnumbers farmed salmon due to a record catch in 1989. Good stock management will continue to benefit catches. The Soviet Union is getting into the quality salmon market also.

- Management and better farming techniques will increase both types of salmon. The driftnetting by Taiwan is another problem, hindering catch increases.

- There are opportunities for further developments in the market for fresh and chilled salmon as technology improves, such as modified atmosphere packaging, live transportation, etc.

- Japan and California will be the main areas of increased growth. Canned salmon will remain significant, even though the markets are mature. New markets can be developed in Japan and E. Europe. In Japan the frozen supply is greater than demand and in the European market the long-term prospects are good, especially for smoking product.