

- A number of specific factors, as illustrated below, should be addressed in the formulation of export marketing strategies:-

Prices. Relatively low with limited expectation of increases in near term. This suggests that costs must be reduced to remain profitable, image created to secure premium prices, or more emphasis placed on particular expertise to produce value-added products commanding higher prices.

Quality. As a commodity, a perception of "better than acceptable" quality at both trade and consumer levels needs to be created to foster greater "demand/pull" for Canadian products. This approach should provide some relief from price fluctuations normal for commodities. For example, many salmon products have traditionally been considered as as fully value-added luxury items for which Canada is perceived as a quality supplier.

Image. Play on actual and perceived strengths to create better identity for Canadian products thereby establishing customer loyalty to reduce effects of price fluctuations and competition in order to secure continuing demand.

Market segmentation. Choose markets which best meet target criteria. In this way, use of scarce resources can be maximized to achieve the best returns where potential rewards are greatest.

Education. Environmental and food safety attributes aimed at consumers. It is essential to dispel ignorance and heighten awareness of the health benefits of salmon.

Access. Continued efforts to liberalize tariffs and other NTBs must be pursued. In addition, negotiation of practical and viable terms for a new Pacific Salmon Treaty with the U.S. as well as cessation of driftnet fishing practices in the Pacific high seas and the resultant sale of illicitly caught salmon, which contribute to an erosion of Canadian market share in certain countries, remain important objectives.

Other impediments. Identify and recognize problem areas and weaknesses and make concerted effort to address and overcome them. For example, the achievement of improved and more reliable transportation links, better handling techniques or direct supply channels to customers so as to eliminate "middlemen" can result in greater net revenue returns for producers and exporters.

- Observations drawn from the World Salmon Marketing Survey (see Annex 2) also point to a number of considerations which could be factored into export marketing strategies for Canadian salmon.