

## PORTUGAL

### SUPPLY AND CONSUMPTION

Although a relatively small country, Portugal is one of the EEC's largest seafood consumers with per capita fish consumption of 40.6 kilograms in 1989. The country is a stable and somewhat conservative market with a well established demand for a number of different products and product forms; salt cod, unprocessed frozen fish, fresh fish and shellfish. The Portuguese domestic fleet supplies approximately 65 percent of seafood requirements in the local market.

Salmon is however one of the few species for which consumption has traditionally been very modest, due essentially to pricing problems. Portugal has virtually no salmon resources, and although the country has a aquaculture industry, it is of little significance (2 farms producing not more than a total of 180 tonnes of salmon per annum). Until quite recently, only smoked salmon was available on the Portuguese market. Essentially due to the introduction of farmed Atlantic salmon from Norway, the species is now found in fresh, and to a much lesser extent, frozen forms at supermarkets in the major Portuguese cities (notably Lisbon and Porto), and is served in many restaurants at prices that compete with meat dishes.

The volume of salmon imported by Portugal increased by 99 percent in 1990, to give a total import market size of 194.2 tonnes (valued at \$1.6 million Canadian), of which 103.4 tonnes consisted of salmon in fresh/chilled form; 50.2 tonnes in frozen form; 15.7 tonnes in smoked form; 2.5 tonnes in salted state; and 22.4 tonnes in live state for the aquaculture industry. Purchases of fresh/chilled salmon increased by 191 percent accounting for 47 percent of the total import market by volume and 55 percent by total value. Norway is reported to be the main source of supply for the fresh/chilled product, although the Portuguese import statistics do not reflect the volume of salmon originating from Norway, as substantial quantities of Norwegian salmon are coming into Portugal by transshipment through Spain. In so far as smoked salmon is concerned, Portugal has traditionally obtained virtually all of its modest requirements from Denmark and France.

The salmon market in Portugal at this point in time can therefore be described as being relatively limited in absolute size, but in a phase of rapid development. The demand for the species, notably in the fresh form, will continue to grow as Portuguese purchasing power becomes stronger and consumption spreads from the Lisbon and Porto areas to other regions of the country. The frozen fish market is currently growing in Portugal and salmon is expected to become a more dynamic species in this market. Portugal's domestic market provides a challenge and an opportunity for Canadian salmon exporters to introduce a high quality product at reasonable prices.