

COMMENTS AND OBSERVATIONS ON MARKET

General:

IMPORT MARKET SIZE (Post's estimate) CDN SHARE (Post's estimate)

1987: \$1179.00 mm	\$31.00 mm (2.6%)
1988: \$1162.00 mm	\$20.00 mm (1.7%)
1989: \$1055.00 mm	\$25.00 mm (2.4%)

CUMULATIVE 3-YEAR EXPORT POTENTIAL (Post's estimate): \$30-60 mm

MAJOR COMPETITORS (by share, post's est.): EEC - 60%, other West Europe (EFTA Countries) - 35%, Other Countries - 5%

Comments on competitors: Denmark and Netherlands are major herring suppliers from the EEC. Norway, Iceland, Sweden are major suppliers from EFTA Countries.

CURRENT STATUS OF CDN EXPORTS, POST'S ASSESSMENT: Canadian Market Share declining.

LEADING CDN EXPORTS, BY SPECIES/PRODUCT (Statistics Canada figures, value in Cdn\$ thousands, volume in tonnes)

<u>SPECIES/PRODUCT</u>	1986		1987	
	\$000	vol	\$000	vol
Lobster, live	3567	233	5583	358
Fish, nes, roe	2066	424	4060	680
Salmon, chum, frozen whole or dressed	2533	579	3451	653
Herring, frozen whole or dressed	1265	2083	2889	3638
Sauger fillet, frozen	1595	214	2424	254
Salmon, spring, frozen whole or dressed	1073	153	1609	181
Sea fish, nes, frozen whole or dressed	1372	283	1279	249
Herring, fillets, frozen	1521	2071	1201	1362
Sole, flounder fillets, frozen	601	86	1157	142
TOTAL	\$24,772	7520	\$29,931	8973

HISTORIC CANADIAN EXPORTS: Herring (various product forms) mackerel, cod, salmon, eels.