

On the Canadian West Coast the reverse is the case with wild salmon accounting for the bulk of the harvest although farmed salmon (100 sites) is growing in importance - farmed salmon is now the third largest agri-food product in B.C. There is also a trend away from farmed Cohos and Chinooks into Atlantics as this latter species has proven to be more disease resistant, yielding a better feed to growth ratio and commanding stronger prices. Following a period of consolidation and restructuring in the late 1980's, farmed production tripled in B.C. between 1988 and 1992 to 19,500 tonnes and is expected to increase further to 26,400 tonnes by 1995.

There is no farmed salmon production in central Canada although aquaculture of certain other fish species, particularly trout, is growing.

Salmon is marketed in a variety of forms although fresh/frozen, canned and smoked are the most important. The bulk of Canadian farmed salmon is exported in fresh form to the U.S. (76% and 74% of production from B.C. and N.B. respectively).

3. MARKET PROSPECTS

The World Salmon Marketing Survey, carried out by the Trade Commissioner Service and published in May 1992, was undertaken in response to problems facing salmon exporters as identified by Canadian industry and communicated to EAITC. The Survey confirms and identifies significant export opportunities in a large number of markets. It also includes a number of general observations of interest in the marketing context (see Annex 2). The Post Plan Summary (see Annex 1) provides a perspective on the importance attached to salmon promotion by trade posts abroad in FY 1993-94.

The U.S. and Japan (the latter is the world's largest market for fresh, frozen and salted salmon) are the two most important markets for Canadian salmon exports and hold good prospects for growth. Per capita consumption in the USA (and Canada) at about 15.5 lbs per annum for seafood has been increasing but is now stabilizing and perhaps even declining. Salmon consumption, while rising, remains at slightly less than 1 lb. per person per annum.

Asian markets are opening and increased consumption in third world markets such as Korea and Mexico is a clear possibility with food service (luxury and tourist hotels) assuming increasing importance in these areas. Australia and New Zealand have been good markets for canned salmon with potential for growth in other product forms if access restrictions relating to phytosanitary measures can be resolved. Europe remains problematical with declines in Canadian market share being registered for many product forms due to a number of factors most importantly the availability of abundant supplies from Norway, Scotland, Ireland, the Faroes and Chile.