

NOTICE TO READERS

This report is being distributed to Canadian fish and seafood exporters as part of a continuing effort to make information and reports prepared by Canadian trade posts abroad available to the Canadian industry.

The report examines the Australian market for fish and seafood products and is designed to alert the Canadian fish processor and exporter to Australian market opportunities. Australia has a population of 16 million people. In fiscal year 1988/89, Australian fisheries product exports amounted to A\$564 million and its imports of fisheries products amounted to A\$413 million. Per capita consumption of fisheries products in Australia is approximately 17.3 kilograms. Imports make up about half of the fisheries products consumed in Australia. The report states that the Australian market is an attractive one for Canadian fish and seafood exporters and points out some specific market opportunities.

Exporters who are interested in serving the Australian market are encouraged to contact the International Trade Centre (ITC) in their province as their first point of contact with the Trade Commissioner Service. In addition, exporters may wish to contact the Fisheries Division or the geographic trade development divisions of External Affairs and International Trade Canada in Ottawa, or the posts directly for further information. A list of ITCs and geographic trade development divisions is provided at the end of this report. The "Directory of the Canadian Trade Commissioner Service" may be consulted for a list of names and addresses of posts abroad.

We hope that this report will assist your export marketing efforts. We are interested in your comments on this report. If the information is helpful please let us know. If you have any suggestions for future reports, please contact the Fisheries Division of External Affairs and International Trade Canada at 125 Sussex Drive, Ottawa, Ontario, K1A 0G2, Telephone (613) 995-1712, Fax (613) 995-8384.

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