

vessels) and processed into a range of product forms. Nearly a hundred projects are in various stages of development on both Coasts.

An "underutilized species" is a fish of known or unknown quantities which has the potential to be more fully exploited on a commercial and marketable basis by Canadian enterprises. These species fall into two categories:

(A) those which are conventional (i.e.) known in terms of quantity, location and necessary technologies but have not been exploited to their full commercial and marketable potential by Canadian enterprises, (i.e.) mackerel, Gulf herring, redfish and turbot.

(B) those which are non-conventional (i.e.) unknown in terms of quantity, location or processing technologies but through experimental fishing, can be established whether there are commercially harvestable and marketable quantities (i.e. sandlance and dogfish/ shark and spiny crab).

3.2 SECTOR PROFILE

- Product Forms (depending on species).

- fresh, frozen, fillets, steaks
- smoked (cold/hot), salted, canned, jerky
- pate, mousse, dips, soups and broths
- roe, heads, skins
- breaded portions, entrées

- Species

- See Appendix 1 and 2

- Market Segments/Consumption

- traders/brokers
- processors
- distributors
- food service (HRI)
- retail

- Stakeholders

- Harvesters

- fishermen (inshore)
- offshore trawlers
- Processors/Plant workers
- "Middle-men"
- distributors/traders
- transporters - trucking/airlines
- freight forwarders/brokers