

POST PROPOSALS

Salmon has not been traditionally a common species in Korea and there are still many Koreans who have never tasted salmon. The Korean government applies a 20 percent tariff on fresh or chilled salmon and a 10 percent tariff on frozen salmon, but this does not present a major obstacle for expanding salmon consumption in Korea. The consumption patterns are changing rapidly for certain food products among the younger Koreans, but the consumption of seafood is not changing as fast as it is for other food products such as hamburgers, sausages and french fries. As virtually all salmon is imported, consumers have a perception that salmon is much higher in price than other locally available species. Major supplying countries such as Canada and the United States should be able to change the general recognition of consumers on salmon through promotions, and an expansion of the market could be expected. The state of Alaska held a major salmon promotion in September 1991. A greater degree of international travel has been exposing a new generation of Korean consumers to the taste of salmon products.

Canada has been able to maintain a very good image in Korea with respect to salmon quality, but Korean importers claim that the price of frozen salmon is approximately \$US 0.20 higher per kilogram than Alaskan salmon products. Canadian suppliers should continue to maintain the current quality standards and reasonable prices as well as considering the following promotional events: develop new recipes or menus to distribute to hotels, restaurants and consumers through importers or department stores; host salmon seminars with cooking method demonstrations; host in-store promotions with Korean importers; distribute salmon literature including posters. and direct salmon marketing efforts at Korean tourist groups, airlines, and hotels and restaurants catering to the Korean tourist trade in Canada (approximately 50,000 per year).