

MARKETING

An often stated detriment to marketing Canadian salmon (or any other Canadian species for that matter) is the lack of a clear national image. Neither foodservices nor retail have a reason to buy Canadian product or to advertise the product they sell as Canadian. To succeed, any promotion of Canadian salmon should be accompanied by hard-hitting generic advertising campaigns. It is the opinion of the Consulate General--Atlanta that for the foreseeable future it may prove to be impossible for Canadian producers to compete with product coming from low wage areas (Chile) where producers may enjoy preferential government treatment. The post in Atlanta believes indications in the marketplace point to these producers capturing a good share of the market on the basis of good quality at lower prices. Against this background, the post suggests steps Canadian companies (or consortia) can do to hold on to or even expand their markets.

1. Advertise in selected trade publications to firm up the popular perception that Canada still has as the best product, with the longest shelf life as well as available product throughout the year.
2. Promote the image of a safe and always secure and stable supplier.
3. Develop and join a trade association that has stringent quality control standards. An example of this might be the Vinnars Quality Alliance, an organization started by the wine producers of Ontario. Every bottle of wine from the membership of this Association is now shipped with a VQA sticker.
4. Hire local representatives who will call on distributors and end users, and who will also take an active part in trade shows and other promotional events.
5. Develop marketing incentives that will help agents and/or distributors promote product to retail and foodservices customers, i.e. cash incentives, free product based on sales, merchandising aids, etc.
6. Develop a well designed gill clip with a distinctive company logo.
7. Design a mouth tag (perhaps modeled after the one provided by the Province of New Brunswick) which will accommodate the hand of a salmon processor. The tag is seen by salmon processors as an easy way to handle the fish so that it will not be damaged thereby reducing loss while processing.
8. Design distinctive shipping boxes that feature the logo of the company and/or an association and that will have the quantity the size clearly visible from a distance.
9. Develop presentations specifically aimed at visiting buyers, including pictures of the operations, lists of representatives, marketing plans, products size and availability charts etc.