

The following paragraph highlights some general comments concerning the acceptance of Canadian salmon by the Dutch. Troll coho is the preferred salmon species from Canada, the higher quality of the species is in accordance with an increased demand for higher quality salmon. Chum is generally found to be a suitable species for the lower price range of the market. One local trader recently arranged direct contact with British Columbia fisherman, who upon request, began gutting the fish on board fishing vessels. The request has resulted in considerable quality improvement, particularly with regard to colour. When **sockeye** catches are good and prices competitive, significant quantities of sockeye have been purchased by Dutch smokers. Price and quality are the leading considerations by the Dutch when purchasing Canadian sockeye. **Pink** salmon is also of interest to smokers in the Netherlands, demand is for sizes larger than 5 pounds only, with a preference for troll pinks. **Red King** receptiveness has been negligible in the Netherlands, largely due to the colour inconsistency of the species.

Until recently, salmon was considered a luxury product in the Netherlands, whether consumed fresh or smoked. The increased availability of low priced farmed salmon from Norway has caused many restaurants to offer salmon dishes at prices which compete favourably with meat dishes. Fresh salmon has gradually lost its status due to its image as a costly specialty item. Smoked salmon continues to be regarded as a luxury item owing to the high cost in both restaurants and retail outlets.

HEALTH REGULATIONS

For any information concerning health regulations, product specifications, labelling, and marking standards or other current specifications contact:

**Keuringsdienst voor Waren (Food Inspection Service)
Prinsengracht 50 Hague
The Netherlands**