

Canadian salmon could also be marketed for processing into prepared dishes and for sale in supermarkets.

The most desirable type of salmon for smoking purposes is troll coho, shipped cleaned and with the head removed, in cartons of 50 or 100 lb, or even 200 lb. Weight categories are (in lb): 2/4, 3/5, 4/6, 6/9, 9/12 and 12/up. For other end uses, French importers look for steaks, or sometimes fillets, of Pacific or Atlantic salmon.

Other species, namely pink and chum (keta), can also be sold in France.

Regarding product promotion, Norway, Scotland and Alaska all make vigorous efforts in France. Norway and Scotland have product promotion offices in France, and spend substantial sums on advertising, especially in the form of television commercials. Some smokers advertise that their product is made from salmon that "has never been frozen", and which, in consequence, is not of Canadian origin.

Canadian exporters should address their general promotional approaches to this market.

One potentially attractive possibility might be for Canada to consider combined generic promotion with other countries. For example, B.C. and Alaska sharing common fish species may engage into that route.

8.1.2 Canned salmon

Competing product: canned tuna (52% of all sales of canned fish).

Competing suppliers: the USSR, Thailand.

Canned salmon is subject to a customs duty of 5.5%.

France imported 3 566 tonnes of canned salmon in 1988, of which 165 tonnes came from Canada. Canada's share of the market has shrunk since then.

Nearly all the cans in question are identical, weighing approximately 180 grams. The problem is essentially one of price in a small market. The product is not well known, and not all supermarkets carry it.

8.2 Lobster products

Total live lobster market, 1988:

Landings by French fishermen	300 tonnes
Imports	2 236 tonnes