

- (6) Industry has identified salmon as a product which would benefit from generic market promotion. To this end, the principal industry associations on both coasts are actively developing and implementing generic export marketing plans.

## 2. SECTOR DESCRIPTION

Globally, the supply of salmon has historically been from the North Pacific and to a much lesser extent from the North Atlantic wild capture fisheries. This latter fishery has virtually ceased to exist on a commercial non-recreation basis. In 1992, the North Pacific salmon fishery, dominated by the United States (Alaska), Japan, Russia and Canada, accounted for 721,000 tonnes or 70% of the total world supply of salmon with farmed salmon making up the balance of 331,000 tonnes or 30%.

Recent predictions have pointed to maximum global sustainable yields of wild Pacific salmon in the order of 700,000 tonnes annually but this figure may be low. Landings of 836,000 and 880,000 tonnes in 1989 and 1991 respectively and prospects for record landings of sockeye and pinks in North America in 1993, suggest that future average harvests may exceed 800,000 tonnes. On average, pink salmon comprises the largest tonnage (280,000) followed by chum (240,000), sockeye (115,000 - 205,000), coho (35,000 - 90,000) and chinook (18,000 - 25,000). The U.S. and Canada harvest predominantly sockeye and pink salmon, Russia pink salmon and Japan primarily chum. Of the four major producers Canada is the smallest, averaging 80,000 tonnes per year.

World farmed salmon production in 1992, consisting mainly of Atlantics, was 331,000 tonnes or 30% of global salmon supply. Production is expected to increase by 35% to 450,000 tonnes by 1995. More than a dozen countries are actively farming salmon (and Rainbow trout) of which the principal players by tonnage in 1992 were: Norway (146,000), Chile (50,600), Scotland (36,100), Canada (29,500), Japan (27,000), U.S. (13,200) and the Faroe Islands (13,000). Canada currently has a 9% share of world farmed salmon production.

In Eastern Canada the availability of salmon is virtually all farmed with operations centered in New Brunswick and to lesser extent in Nova Scotia. In 1992 production in Canada's Bay of Fundy region was 10,000 tonnes and a conservative increase in production can be expected as new sites become available. While some wild salmon has been harvested in Newfoundland and Labrador in recent years, quantities have been minimal, generally the by-product of other catches, and the commercial fishery has been closed. A sports fishery for salmon remains in Eastern Canada.