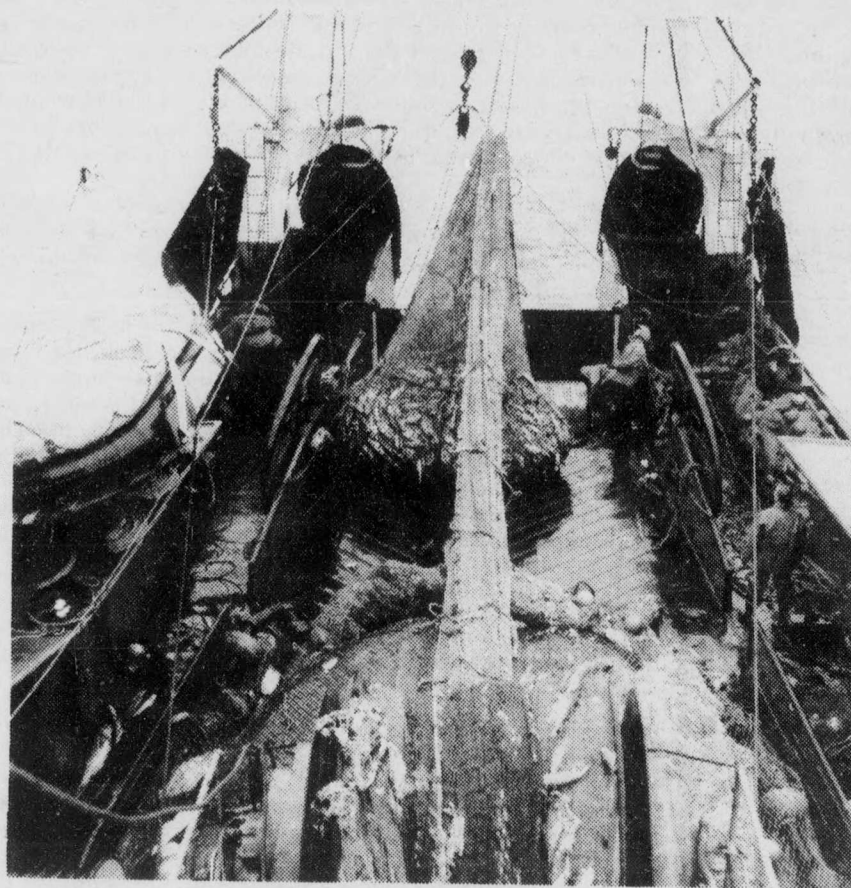


From Canada's oldest industry... a major new export opportunity



Canada has the opportunity to become the world's largest fish exporter. The federal government estimates that by 1985, the export value of Canadian fish products could amount to \$1.6 billion per year — almost double the current annual export value of iron ore.

Reaching this number will involve a number of challenges. For instance, it will mean exporting 90 per cent of the catch compared to about 75 per cent today. It will mean changes in catching and processing techniques to take advantage of new opportunities in overseas markets.

The trend to date is encouraging.

Between 1972 and 1977, the export value of Canadian fish products more than doubled from \$350.4 million to \$815.7 million per year.

A major factor in this growth has been successful international marketing by the Canadian fishery industry.

However, the federal government has said that it is considering intervening in the marketing effort. Such statements are causing uncertainty when what we need are co-operation, coordination and consultation.

Federal government policies should be developed to encourage continued expansion of the private sector international marketing effort.

Government can enhance Canada's international marketing position by taking a skillful and exacting approach when negotiating access to foreign markets in return for foreign fishing rights in our 200-mile zone. Meaningful consultation by Canadian negotiators with representatives of the private sector before such negotiations are undertaken is a necessity.

For its part, the industry must take an even more innovative and professional marketing approach in such areas as new product development, packaging and quality control. It must consolidate the strengths of Canadian export brands by working more closely together and also with federal and provincial governments.

Unless we remove the uncertainty from marketing and other areas of the fishing industry — unless we have increased coordination, co-operation and consultation — many of the benefits of the 200-mile fisheries management zone will not be available to us.

As interested and concerned organizations involved in fishing, H.B. Nickerson & Sons Limited and National Sea Products Limited, would like Canadians to know more about our industry and the important economic opportunity it offers.

For additional information, please write to:

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