The outlook for sales of Canadian *canned salmon* is promising, with red salmon preferred and demanding a premium price. The market appears to have overcome the U.S. botulism scare of 1981.

Canada supplies a high percentage of the U.K. import market for *live lobsters*. Lobster will always have a specialized market that is likely to grow only slowly, unless disposable incomes rise faster than expected. A small market exists for *frozen* lobster meat, frozen lobster in the *shell* and *canned* lobster.

Demand for Canadian Atlantic *queen crab* is dampened by high Canadian prices and the introduction of imitation crab products (i.e. surimi).

The potential for Canadian *cold-water shrimps* is limited by price barriers. High import duties (12 per cent) and freight rates, together with movements in U.K. exchange rates, make the Canadian shrimp expensive.

Canadian Marketing Activity in the U.K.

With the extension of Canada's national fishing jurisdiction to 200 miles, the implications for the marketing of Canadian fisheries products changed dramatically. With the improved supply position, there was a pronounced interest in the export potential for Canadian fish.

The U.K. market for fish and fish products has been surveyed by the Post, by individual companies, and by other visiting Canadian groups. The Department of Fisheries and Oceans' Worldwide Fisheries Marketing Study with reference to the U.K. was carried out in 1979, and revised again in 1980.

Demand for Canadian fish and fish products has tended to date to remain concentrated on the traditional preferences of the British consumer, i.e. salmon, cod, herring and shellfish.

Canadian companies active in fish product exports to the U.K. include large and medium-sized firms such as National Sea Products, Fishery Products International Ltd., and Mersey Seafoods on the east coast; major canning and salmon companies on the west coast such as B.C. Packers. Smaller enterprises and brokers are as well engaged in the market. Trading is by normal export/import procedures and several Canadian companies have established subsidiaries, associates or agents in the U.K.

Eight Canadian fishery companies were represented at the International Food Exhibition (IFE) in London in 1983. The exhibition was an outstanding success, with Canadian companies anticipating increased sales as a result.

Future participation by Canadian fish companies in trade shows, including IFE '85, should include representatives of both east and west coast fishing interests. Although participation in trade shows by trade associations (e.g., Canadian Association of Fish Exporters, British Columbia Seafood Exporters Association) is to be encouraged. Individual companies capable of exporting products on a regular basis should try to send a representative to be a part of their Association's exhibit. Firm sales can only be negotiated on a company-to-company basis.

Participation in a trade show by a company with an established trading pattern or firm buying connections should be considered for promotional purposes. It should not be regarded as adversely affecting their position with other British contacts.

Representation at U.K. trade shows should continue to include companies trading in well-established species (e.g., cod, salmon, shellfish) but also companies with attractive lines of lesser known and specialty products (e.g., smoked salmon, white fish "caviar").

Table 13
Major Canadian Fish Exports to U.K., 1981-83

	1981		1982		1983	
	M Tonnes	($000)	M Tonnes	($000)	M Tonnes	($000)
Salmon (fresh/ frozen/canned)	9,629	64,493	6,233	43,575	10,382	68,515
Cod (frozen/salted)	6,820	13,281	8,013	16,426	10,071	15,345
Herring (frozen/ canned/marinated)	4,045	5,619	1,734	2,366	1,465	1,777
Lobster (live/ frozen/canned)	358	2,992	348	3,729	203	2,116
Shrimp (fresh/frozen)	1,165	7,610	701	5,502	534	3,489
Crab (fresh/frozen/ canned)	961	7,100	525	6,283	405	5,438
TOTAL	22,978	101,095	17,554	77,881	23,060	96,680

Source: Statistics Canada