

cross border trade including greater Canadian imports of U.S. canned tuna, and greater American imports of Canadian canned salmon. Canada is perceived to have the comparative advantage over the U.S. with respect to canned salmon. While there is presently a balance of trade in these two items, this balance, in the event of a Free Trade Agreement, is expected to shift in Canada's favour for processed seafood. Perceived strengths of the Canadian industry include the availability of B.C. farmed salmon and the geographic concentration of the Canadian fishing industry.

The U.S. associations have identified significant trade shows and popular industry publications used by the industry. These are listed in Appendix 8.