

round availability. Genetic improvements offer substantial improvements for feed efficiency and growth rates.

There is a need to heighten awareness, through education of consumers, institutions, retailers and the trade, that Canada has sufficient non-traditional, aquacultured and value added fishery products that can and do compete with any other exporting nation.

Our three main trading partners, United States, Japan and Western Europe will likely continue to be our best prospective markets in the foreseeable future. But it is increasingly important to have a market presence especially in other markets such as Mexico, Australia, New Zealand and emerging less developed nations. Our traditional fishery product forms such as saltfish and canned herring in the Caribbean, ethnic pockets in the aforementioned emerging markets such as the Hotel, Restaurant and Institutional trade in major tourist areas need to be made aware and educated of the availability of certain traditional fishery products. New product forms from both non-traditional and the aquaculture species sector should be considered.

The Global Market Opportunity Reviews must be led by industry and fully factored into the post planning system and the International Trade Business Plan so that government can be fully facilitative. This presupposes:

- a) the implementation of effective programmes which target opportunities where there is existing and future capacity for delivery (continuity of supply).
- b) a close working relationship with industry in choosing target markets.
- c) that the provision of timely quality commercial information relating to the fish and seafood sector together with the identification of initial contacts by the Trade Commissioner Service is packaged so that it can readily be used as marketing tools.

Work Plan 1993-94

The work plan for External Affairs and International Trade Canada in FY 1993-94 can be expected to entail a continuing close working cooperation by headquarters with the missions abroad identified in this report along with the International Trade Centres throughout Canada, industry associations and individual exporting firms.

Some key activities in the market development area are:

(A) Atlantic Fisheries Adjustment Program (AFAP)

1. the release of the 1993 version of the Canadian Fish and Seafood Exporters Sourcing Guide in hard copy and diskette form. The Guide was formally launched at the 1993 International Boston Seafood Show. Working with Info-Export, we continue to provide