

incomes. Now it's time to get down to specifics in the secondary sector....

Market possibilities

...Even if U.S. markets eventually tighten up — and by the way, we expect their volume to stay the same or increase slightly this year — there are many other markets the world over, and many Canadians with the ability to penetrate those markets, if they can just build themselves a launching pad. The major producers can protect themselves more easily — and they can maintain foreign offices. They can also process their own blocks in the U.S., and have this advantage....

Joint marketing efforts have proved themselves. For decades, overseas nations have marketed products through common agencies, and penetrated our North American market. In my opinion, we should turn the tables, and form our own group or groups, in whatever way would suit the industry best, to penetrate new markets. For those who take pride in their independence: one-desk marketing by many companies working together preserves more independence than that other trend we see today: one-company marketing as the giants take over....

We are studying ways of removing uncertainties about supplies, by long-term allocation plans for different sectors of the industry. It could be a percentage arrangement for different fleet sectors, or some more complicated formula linking fleets to processors at the most suitable time.

New regulations

After discussions between the fisheries department, the Fisheries Council and fishermen, we're probably as close as we'll ever be to a consensus. We intend to go forward in the near future with new regulations that will set deadlines for these matters:

- improvements to fishing boats for better quality-keeping;
- regulations stipulating use of ice on boats, on docks and in plants;
- standard grades for landed products, so that fishermen and processors can then bargain different prices for different grades. To my mind, this is the simplest and most essential step of all, and it is hard to see why, despite decades of talking about it, our fishing industry has rarely paid different prices for different quality;
- we also want better unloading, hand-



Joint marketing efforts are required especially by small fishing operations if new markets are to be penetrated, said Fisheries and Oceans Minister Roméo Leblanc.

ling, and transport practices. Regulations will stipulate the use of dividers in transport trucks, and so on; — finally, we'll see product grading at the plant.

Bleeding, gutting, boxing, shelf storage and icing on board have to become the common, industry-wide accepted standard. Fish handled this way will be top quality and get top price. I should add that the Fisheries Council's initiative in developing and promoting quality control programs has been a welcome step in the right direction.

Compared to the Atlantic industry, British Columbia has a relatively healthy diversification of markets between North America, Japan and the United Kingdom. For the Atlantic industry to unlock more overseas markets, we need three keys: more powerful marketing, better quality, and also, better tariffs....

The Government is providing assistance to meet this challenge by conducting studies of foreign markets, and by government-industry missions abroad to develop these markets. We are also using the leverage we have, from the limited surpluses of fish available off our coasts for allocation to foreign countries, to open up markets in East European countries, and to improve our access to key markets in western nations.

This policy improved sales of Canadian fish products to some areas, notably Spain and Portugal. In 1979 sales to Por-

tugal reached about \$5.5 million — over twice the 1978 value. Sales to Spain amounted to nearly \$6 million last year, whereas in 1978 they were less than \$2 million.

Co-operative arrangements

We have also had some success in orienting East European countries towards Canadian products. Besides seeking market commitments related to our allocations to them, we have required them, when they have participated in our co-operative arrangements, to spend for Canadian fishery products a portion of the hard currency proceeds so earned. Under this approach East European countries bought about \$8-million worth of our products in the last year.

We are trying to lower the non-tariff barriers of a number of countries, notably Spain and Japan....

With respect to the east coast, we are now at a critical stage with the U.S. Having negotiated a complicated set of interlocking fisheries and boundary agreements, and having had them signed by both countries over a year ago, they are now awaiting approval by the U.S. Senate....

Over-the-side sales

We let the processing industry charter foreign vessels catch 12,000 tonnes of squid last year, and 10,000 tonnes of

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