

The United States continues to be the most important market for Canada's fishery products, sales to that country in 1965 accounting for about 70 p.c. of the total value of such exports. This high percentage is partly accounted for by the fact that a substantial proportion of the exports to the United States are high-priced products such as lobsters in shell and lobster meat, scallops, swordfish, whitefish, lake trout and salmon. Virtually all of Canada's exports of fresh and frozen products from the Atlantic and inland provinces and a substantial share of those from British Columbia are sold in that country.

Exports to European countries in recent years have amounted to about one fifth to one third of the value of exports to the United States. Because of the gradual decline in the volume of salted fish exported to the traditional markets of Spain, Portugal and Italy, the products of the British Columbia industry have dominated the market. In 1965, exports of Canadian fishery products to Europe were valued at \$39,400,000, of which \$22,800,000 came from British Columbia. Sales of canned salmon have recently accounted for upwards of 50 p.c. of all fishery exports to Europe; the peak was reached in 1964 when canned salmon made up 55 p.c. of the total of \$46,000,000. The low salmon catch in 1965 affected the exports of the canned product for that year, the total value being only \$18,600,000, of which \$10,800,000 worth went to Britain.

The Caribbean area is a market for low-priced species prepared in inexpensive forms to meet the requirements of population having relatively low purchasing power. Traditional products are salted codfish, pickled mackerel and alewives and bloaters. Exports to this area in 1965 had a value of \$17,400,000 and showed little change in either value or product components from earlier years, although interruptions to commercial relationships occasioned by political disturbances occurred in some markets during the year.

Section 3.—Fishery Statistics

The review of commercial fishing and marketing given in the preceding Section covers the situation in 1965 and contains estimated figures for that year. However, at the time of the preparation of this Chapter, the latest statistics available in detail for both the primary production and fish products were those for 1964 contained in the following Subsections.

Subsection 1.—Primary Production

The value of the 1964 catch of fish on the Atlantic Coast was at a very high level; it amounted to \$87,455,000, an increase of 15 p.c. over the 1963 value of \$76,174,000 and 26 p.c. over the five-year 1960-64 average of \$69,228,000. The lobster catch was somewhat lighter in 1964 than in the previous year but was still the most valuable at \$24,244,000; cod was second at \$22,055,000.

For the third consecutive year, the value of the catch by Newfoundland fishermen was substantially higher than that of the previous year. The value of landings of all species amounted to \$21,978,000, of which cod accounted for \$13,691,000. Cod landings at 369,601,000 lb. were lighter than in 1963, as were those of redfish and haddock.

The value of fish and shellfish landings by Nova Scotia fishermen in 1964 was \$40,977,000, a record level 17 p.c. above 1963. Lobsters and scallops continued to be the most important species from the standpoint of income to the fishermen, having a landed value of \$11,996,000 and \$7,025,000, respectively. Haddock was third at \$5,394,000, followed by cod, swordfish, flounder and sole, pollock and halibut. New Brunswick fishermen also landed a more valuable catch in 1964 than in 1963, although the increase was not as spectacular. Lobsters, herring and cod were the major sources of income to the fishermen, accounting for \$7,438,000 of the total value of \$10,277,000. The herring catch, which fluctuates widely from year to year, was 150,792,000 lb. in 1964 compared with the five-year 1960-64 average of 116,660,000 lb. Returns to Prince Edward Island fishermen in 1964 were \$5,642,000, 26 p.c. above the 1963 level. Lobsters, at