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ANNEX TO THE
**WORLDWIDE FISHERIES
MARKETING STUDY:**
PROSPECTS TO 1985

SWITZERLAND



Government
of Canada

Gouvernement
du Canada

Fisheries
and Oceans

Pêches
et Océans

Industry, Trade
and Commerce

Industrie
et Commerce

(This Report is one of a series of country and species annexes to the main study - entitled the Overview).



D R A F T

Annex to the
Worldwide Fisheries Marketing Study:
Prospects to 1985

SWITZERLAND

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The views expressed in this Study, however, are ours alone and reflect the Canadian perception of worldwide markets.

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E. Wong
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FOREWORD

As a consequence of global extension of fisheries jurisdictions, a radical shift has taken place in the pattern of worldwide fish supply and demand. This change is still going on and will continue for many years before a new dynamic equilibrium situation is reached. However, in the midst of this re-adjustment, a new trade pattern is emerging -- some net exporting countries are now importing and vice versa. In the longer term, some countries will experience shortages of supply and others will have a surplus. Fortunately, Canada is amongst the latter group.

The implications for the marketing of Canadian fisheries products arising from the worldwide introduction of the 200-mile limit are extensive. With our vastly improved supply position relative to world demand, government and industry are understandably concerned about ensuring that the bright promise of increased market opportunities are real and can be fulfilled. One of the steps in this process is the publication of the Worldwide Fisheries Marketing Study which assesses the global potential on a country and species basis.

Specifically, the purpose of the Study is to identify the longer term market opportunities for selected traditional and non-traditional species in existing and prospective markets and to identify factors which may hinder or help Canadian fisheries trade in world markets. To date, over 40 country markets and 8 species groups have been analyzed. It should be noted that while the information contained in the Reports was up-to-date when collected, some information may now be dated given the speed with which changes are occurring in the marketplace. In this same vein, the market projections should be viewed with caution given the present and still evolving re-alignment in the pattern of international fisheries trade, keeping in mind the variability of key factors such as foreign exchange rates, energy costs, bilateral fisheries arrangements and GATT agreements which have a direct effect on trade flows.

Notwithstanding, the findings contained in these Reports represent an important consolidation of knowledge regarding market potential and implications for improvements in our existing marketing and production practices. The results of the Study should, therefore, usefully serve as a basis for planning fisheries development and marketing activities by both government and industry in order to capitalize on the identified market opportunities.

This draft report is published for discussion purposes and as such we invite your critical comments.

Ed Wong

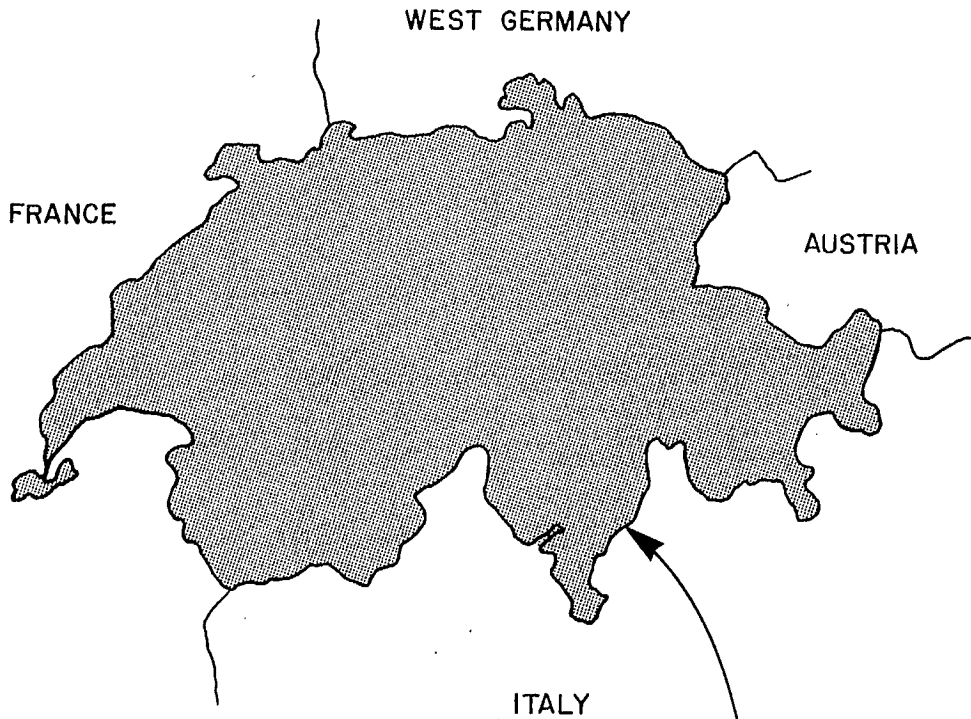
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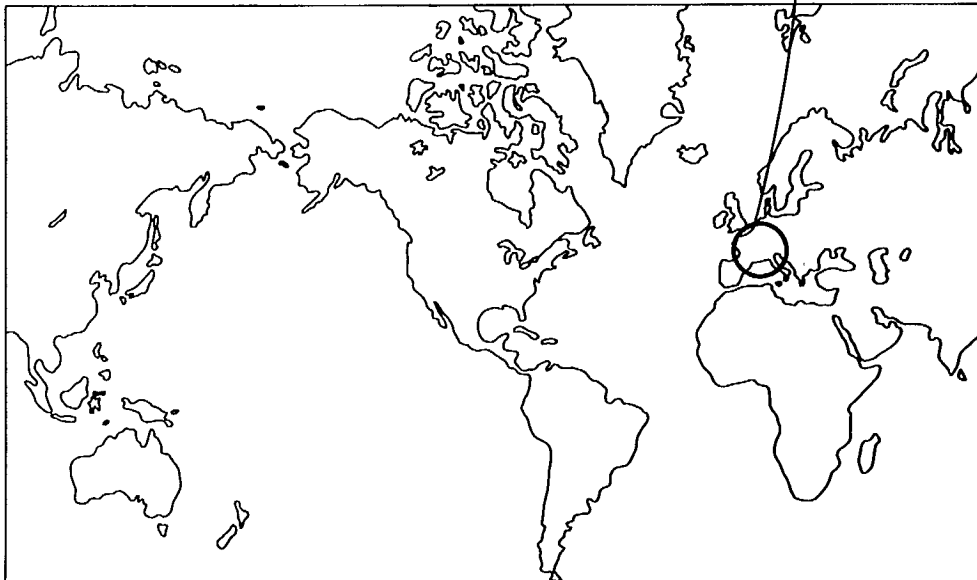
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SWITZERLAND



INDEX MAP



A. INTRODUCTION

Switzerland is a small, highly developed and landlocked country in central Europe. Its population is relatively stable having increased slightly from 6.2 million in 1970 to 6.3 million in 1979 (see Table 1). The population is expected to reach 6.76 million by 1985.

The economy is strong with the Gross National Product increasing steadily. Per capita real income in 1976 was SF 19 430 (C\$7669)¹. This increased to SF 21 000 (C\$14 777) in 1979 and is expected to reach SF 24 000 in 1985 (see Table 2).

Pork and beef consumption is high with fish and poultry relatively unimportant as diet components (see Table 3), but the consumption of all protein sources is rising slowly. The price of fish in the Swiss retail market has remained relatively stable compared with the price of pork, which is rising (see Table 4).

Social, cultural, ethnic and religious factors do not have a significant bearing on the market for food. Consumption attitudes are "western" in orientation but the Swiss do not eat as much fish as their European neighbours who benefit from coastlines and access to ocean fisheries.

¹ The following are the year-average exchange rates SF/C\$: C\$.3947 (1976); C\$.4444 (1977); C\$.6432 (1978); C\$.7046 (1979).

As is the case in many western markets, peak-demand for luxury seafood products (i.e. lobster and smoked salmon in particular) occurs around the major holiday periods of Christmas and Easter.

Trade relationships, transportation, and MFN tariff considerations given Switzerland's membership in the European Free Trade Area (EFTA), and its links to the European Economic Community (EEC) are discussed below. Switzerland is also a member of the Organization for Economic Co-operation and Development (OECD).

The projections to 1985 contained in this Report are those of the authors.

TABLE 1. Population of Switzerland (in millions).

<u>1970</u>	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1985</u>
6.19	6.23	6.39	6.43	6.44	6.41	6.35	6.33	6.29	6.30	6.76

TABLE 2. Switzerland: per capita real income, Swiss francs.

<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1985</u>
19 430	20 467	20 751	21 000	24 000

Sources include: Demographic Yearbook--1977. Twenty-ninth issue, Dept. of International Economic and Social Affairs, Statistical Office, United Nations, New York, 1978.

The Europa Year Book--1979: A World Survey. Vol. 1, Part II. Europa Publications Ltd., London, 1979.

Eurostat: Statistiques de base de la Communauté. 16ième édition; printed in the Fed. Rep. of Germany, 1978 (ISBN 92-825-0324-0; catalogue no.: CA-24-78-556-IT-C).

TABLE 3. Switzerland: per capita consumption in kilograms--selected foodstuffs.

	1974	1975	1976	1977	1978	1979	1985
Beef	18.355	18.721	18.980	19.457	19.413	18.951	20.0
Poultry	6.854	6.362	7.005	6.911	6.830	7.484	7.5
Pork	36.358	36.214	38.174	40.677	40.640	40.847	41.0
Fish	4.878	4.601	4.856	5.310	5.427	5.500	7.2

TABLE 4(a). Switzerland: consumer price indices by month for selected foodstuffs.

(Sept. 1977: 100)

		PORK	BEEF	POULTRY	FISH
September	1977	100.0	100.0	100.0	100.0
March	1978	99.3	101.2	99.8	101.3
September	1978	107.3	102.2	99.8	100.8
March	1979	106.6	103.0	99.9	97.5
September	1979	107.9	102.8	100.8	98.7

TABLE 4(b). Consumer price indices (Sept. 1977:100).

	1974	1975	1976	1977	1978	1979	1985
Foodstuffs	93.0	99.7	98.2	99.6	100.8	104.4	118.2
All items	90.6	96.8	98.5	99.7	103.5	107.3	127.3

Sources include: (1) La Vie économique, 2e fascicule, Berne, février 1980; Publié par le Département fédéral de l'économie publique. (2) Bulletin, Vol. 85, Winter 1979/80, Crédit Suisse, Economics, Public Relations and Marketing Division, Zurich, Switzerland.

B. DEMAND

1. Present Consumption of Fish

The Swiss domestic market for fish products is relatively small, with a per capita domestic disappearance (based on products for human consumption) of 5.5 kilograms (kg) in 1979. As Table 5 shows, the domestic disappearance of fisheries products in Switzerland amounted to 35 125 metric tons (t) product weight, excluding meals and oils. Further details are shown in Table 6.

Frozen fish products accounted for 10% of the combined volume wholesale-retail frozen food market in 1978. This represents a steady decline in the market share for these products, from a high of 13.4% in 1970. Molluscs and crustaceans represent an additional 2% of this same market. As is evident from Table 7, private households accounted for 84% of the frozen fish market, with breaded (or otherwise prepared) products accounting for 56% of the total market.

TABLE 5. Highlights of the Swiss fishery.

		<u>1978</u>	<u>1979</u>
Total landings:	tonnes, round weight	3 820	3 598 ¹
Total production:	tonnes, product weight	2 463	2 364 ²
Total exports: ³	tonnes, product weight	250	410
Total imports: ³	tonnes, product weight	31 200	33 171
Domestic disappearance:	tonnes, product weight	33 413	35 125
Per capita disappearance:	kilograms, product weight	5.4	5.5

¹ This figure is a preliminary estimate.

² See footnote of Table 9 for conversion factors used (i.e. from round to product weights).

³ Does not include meals and oils.

TABLE 6. Domestic disappearance of seven fishery commodity groups for Switzerland.

COMMODITY GROUP	Metric Tons, Product Weight								
	1972	1973	1974	1975	1976	1977	1978	1979	1985
1. Fish, fresh, chilled or frozen:	11 295	11 495	11 294	10 943	11 352	12 848	13 631	14 638	23 097
2. Fish, dried, salted or smoked:	1 117	1 017	1 047	1 055	1 054	1 032	1 130	1 151	1 091
3. Crustaceans & molluscs, fresh, frozen, dried, salted, etc.:	2 500	2 400	2 400	2 500	2 700	2 717	3 088	3 292	5 254
4. Fish products & preparations, whether or not in airtight containers:	15 900	15 300	14 600	13 200	13 800	13 965	14 373	14 688	17 577
5. Crustacean & mollusc products/preparations, whether or not in airtight containers:	1 300	1 500	1 200	1 100	1 100	1 177	1 191	1 356	1 244
6. Oils and fats, crude or refined, of aquatic animal origin:	2 300	2 600	1 900	1 700	2 000	2 085	1 866	2 241	2 111
7. Meals, solubles & similar animal feedingstuffs, of aquatic animal origin:	80 500	72 900	78 500	90 700	88 000	88 648	102 006	97 435	98 559
TOTAL	114 912	107 212	110 941	121 198	120 006	122 472	137 285	134 801	148 933

¹ Source: Table 9 plus Table 10 minus Table A-5.

TABLE 7. Consumption of frozen fish and seafood products in Switzerland, 1978¹.

	Metric Tons			kg per capita
	<u>Household Consumption</u>	<u>Bulk (rest-aurants, etc) consumption</u>	<u>Total</u>	
Fish (breaded or otherwise prepared)	4335	422	4757	0.8
Fish (raw)	<u>2813</u>	<u>899</u>	<u>3712</u>	<u>0.6</u>
Fish Total	7148	1321	8469	1.4
Crustaceans & molluscs	814	901	1715	0.3

TABLE 8. Per capita disappearance of fish products for Switzerland and selected countries² (edible or product weight in kg).

	<u>1977</u>	<u>1985</u>
Switzerland	5.0	7.2
Japan	35.1	34.4
Spain (live weight)	40.0	42.0
Portugal (live weight)	30.0	30.0
France	17.8	18.1
Belgium	15.2	15.4
Sweden	16.8	16.5
Netherlands	12.0	12.3
Greece	9.2	10.1
United Kingdom	7.4	8.0

¹ L'Industrie suisse de la surgelation en 1978. Dr. Theo Neidhart, Directeur de l'Institut suisse de la surgelation. Zurich, 1978.

² From selected draft country annexes to the Worldwide Fisheries Marketing Study, Marketing Services Branch, Economic Development Directorate, Dept. of Fisheries and Oceans; Ottawa, 1979.

As can be seen in Table 8, the Swiss do not begin to approach the consumption levels of neighbouring European countries. Swiss consumers are noted for their very stable consumption habits. It is unlikely that there will be a radical alteration in the proportions of beef, poultry, pork and fish consumed. The relative significance of fish within the overall consumption pattern is small when compared to competitive meat substitutes. Relevant price indices are shown in Table 4, for selected foodstuffs.

Despite the price, income and quantity information available, it is not possible to make definitive statements concerning the relevant elasticities of demand for fish (that is, the degree of responsiveness of the quantity of fish products demanded or purchased in relation to changes in variables such as price, income and the price of substitute goods). It appears, however, that demand is fairly inelastic. Despite a strong currency which makes fish imports relatively cheap, increasing levels of income and higher rates of increase in the price of substitute goods, per capita growth in fish consumption has remained modest at an average of 5% over the past four years. Changing tastes and life styles, rather than price/income factors, are expected to be more likely to lead to an increase in the demand for fishery products.

2. Trends in Consumption of Fish Products to 1985

Table 3 per capita figures for the consumption of fishery products have fluctuated marginally since 1974. But there exists an overall rising trend which is expected to reach 7.2 kilograms by 1985, thus registering an increase of 31% over the six year period from the 1979 level of 5.5 kilograms. For more details of fish consumption patterns see Appendix I. The principal reasons for this growth and its expected persistence can be attributed to the following factors:

- (i) the importation of tastes for fish based dishes by the ever-growing number of Swiss who holiday or otherwise travel outside the country;
- (ii) the demand introduced by the large migrant work-force in Switzerland during the 1970's;
- (iii) a significant "high-priced" and internationally competitive tourist sector aggressively looking to attract visitors; and
- (iv) not least are the health and dietary merits of fish which are being increasingly recognized by a highly educated and aware population.

C. SUPPLY

1. Domestic Harvest

Only 3% of Switzerland's total area is water, but despite this very limited resource, a stable market based on several key freshwater species exists. Total production is shown in Table 9. A complete breakdown of species is shown in Appendix II, Table A-2. The most important locally caught species is the European perch, for which Canada's yellow perch (Perca flavescens) is a very close and accepted substitute on the Swiss market. The Great Lakes fisheries (Lake Erie in particular) are the major yellow perch producers in Canada.

The principal assumption underlying the projected overall decrease of 10% in nominal catches by 1985 to a level of 3238 t is overfishing. However, the Environment Division of the Swiss Department of the Interior does not consider the decline serious. Pollution is no longer considered a major problem since most lakes are protected by sewage treatment plants. The one persistent pollution problem which remains is that of phosphates from detergents.

TABLE 9. Total production of seven fishery commodity groups for Switzerland.¹

COMMODITY GROUP	Metric Tons, Product Weight								
	1972	1973	1974	1975	1976	1977	1978	1979 ²	1985
1. Fish, fresh, chilled or frozen:	2095	2095	2194	2243	2252	2283	2214	2072	1867
2. Fish, dried, salted or smoked:	217	217	247	255	254	259	249	292	263
3. Crustaceans & molluscs, fresh, frozen, dried, salted, etc.:	--	--	--	--	--	--	--	--	--
4. Fish products & preparations, whether or not in airtight containers:	--	--	--	--	--	--	--	--	--
5. Crustacean & mollusc products/preparations, whether or not in airtight containers:	--	--	--	--	--	--	--	--	--
6. Oils and fats, crude or refined, of aquatic animal origin:	--	--	--	--	--	--	--	--	--
7. Meals, solubles & similar animal feedingstuffs, of aquatic animal origin:	--	--	--	--	--	--	--	--	--
TOTAL	2312	2312	2441	2498	2506	2542	2463	2364	2130

¹ Commodity groups are based on those used within the *Yearbook of Fishery Statistics--fishery commodities*, produced annually by the Food & Agricultural Organization of the United Nations (FAO), Rome, Italy.

² Preliminary approximations.

³ The conversion factors used to obtain product weight from round weight of Table 12 were as follows: yellow perch to fillets (2.22), northern pike to fillets (2.174), all other species to dressed form (1.2); Portions of catch of Table A-2 were attributed to "smoking" as follows: freshwater fishes NEI (85%), whitefish (30%), and trouts (25%).

2. Imports

Switzerland depends almost exclusively on imported fish and fish products to meet its domestic market requirements. Indeed, approximately 95% of the products destined for human consumption were imported in 1979 (see Table 10 and Figure 1). It has been estimated¹ that over 50% of the total imports are comprised of four fish products:

- cod fillets (20%)
- flounder fillets (18%)
- cod fish (12%)
- sole (10%)

The Swiss prefer the fillet form, which accounts for approximately 60% of total fresh/frozen fish consumption. Table 11 provides a summary, by four overall commodity groups, of total imports in 1979, their distribution by supply country and their value. Canada supplied 910 tonnes, less than 1% of total imports. These four groupings are described in much greater detail in Appendices III and IV.

Two sub-categories of these groupings (as shown in Appendix III) are noteworthy of comment from a Canadian perspective. First, it can be readily seen that Canada is the largest supplier of "freshwater fillets". Yellow lake perch was by far the predominant species and Canada enjoys a generally high

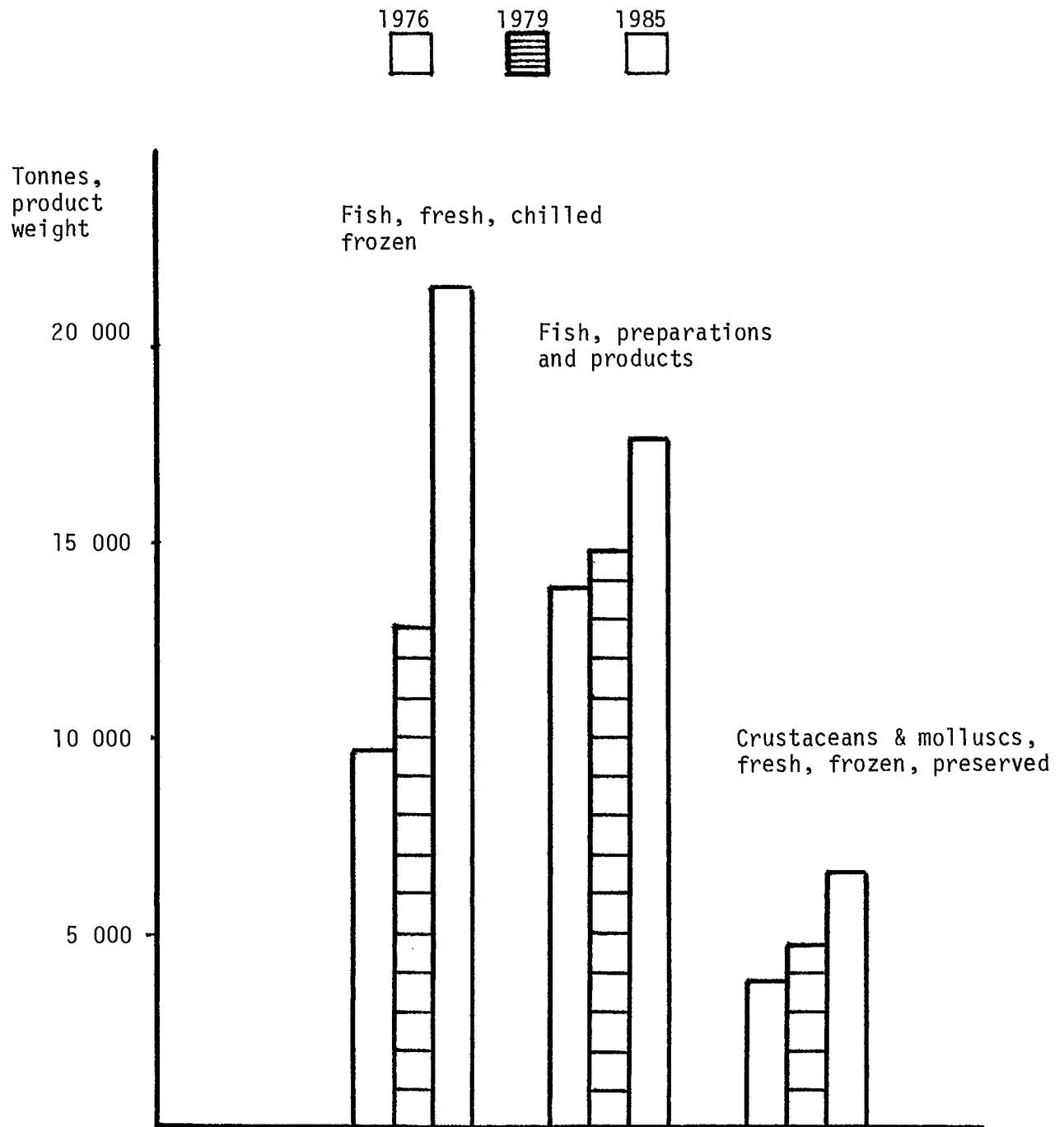
¹ Fisheries Report. Dept. of Industry, Trade and Commerce; Agriculture, Fisheries and Food Products Branch. Series 1977, No. 16, "Annual Fisheries Review - 1977, Switzerland". Ottawa 1977.

TABLE 10. Total imports of seven fishery commodity groups for Switzerland.

COMMODITY GROUP	Metric Tons, Product Weight								
	1972	1973	1974	1975	1976	1977	1978	1979	1985
1. Fish, fresh, chilled or frozen:	9 500	9 700	9 400	9 100	9 600	10 982	11 549	12 817	21 496
2. Fish, dried, salted or smoked:	900	800	800	800	800	781	886	861	829
3. Crustaceans & molluscs, fresh, frozen, dried, salted, etc.:	2 600	2 500	2 500	2 500	2 700	2 769	3 148	3 346	5 309
4. Fish products & preparations, whether or not in airtight containers:	15 900	15 300	14 700	13 200	13 900	14 036	14 418	14 785	17 655
5. Crustacean & mollusc products/preparations, whether or not in airtight containers:	1 300	1 500	1 200	1 100	1 100	1 205	1 199	1 362	1 246
6. Oils and fats, crude or refined, of aquatic animal origin:	2 300	2 600	2 100	1 700	2 000	2 085	1 867	2 243	2 112
7. Meals, solubles & similar animal feedingsuffs, of aquatic animal origin:	81 500	74 200	80 100	91 300	89 600	91 125	103 402	98 988	100 000
TOTAL	114 000	106 600	110 800	119 700	119 700	122 983	136 469	134 402	148 647

¹ Although these figures appear in the *Yearbook of Fishery Statistics--fishery commodities* published by the FAO (Rome), the original source document is as follows: *Statistique Annuelle du Commerce Extérieur de la Suisse*, published by La Direction Générale des Douanes, Berne (annual). The relationship of the tariff classification numbers used in this latter publication to the seven commodity groups of this table are summarized in Appendix III.

FIGURE 1. Switzerland: imports of fish and fish products.



reputation in this regard. Second, Canada is the major supplier under the category "salmon (salmo salar)". However, there may be some confusion at the point of entry over species identification, because Pacific salmon is certainly the major species which enters Switzerland from Canada, usually to be smoked (i.e. as opposed to the Atlantic salmon designation of salmo salar).

One constraint on the figures quoted is that it is not possible to determine the degree of transshipment of fish products which occurs. The level or amount of Canadian fish which enters the Swiss marketplace via third countries is not known. The amount has been assumed negligible for the purposes of this Report.

Total Swiss fisheries imports (1978), in terms of quantity compares to selected neighbouring countries as follows: Switzerland 136 000 t, Sweden 170 000 t, Spain 201 000 t, Portugal 80 000 t, Belgium 158 000 t. While Switzerland is only a middle sized European market, it is clearly affluent, stable, and by 1985 will have grown to need about 150 000 tonnes of imports per annum. The reader is cautioned that these total figures include meals and oils (i.e. approximately 105 000 t in Switzerland's case).

TABLE 11. Countries exporting fish to Switzerland by product category (metric tons, product weight)--1979.¹

COUNTRY OF SUPPLY	Fish and fish products		Molluscs and crustaceans		Oils and fats		Meals		GRAND TOTAL	
	Quantity	%	Quantity	%	Quantity	%	Quantity	%	Quantity	%
West Germany	1 354	5	14	0	356	16	999	1	2 723	2
France	1 657	6	1 415	30	--	--	27 390	28	30 462	23
Italy	1 536	5	840	18	--	--	3 621	4	5 997	5
Austria	370	1	0	0	--	--	--	--	370	0
Great Britain	260	1	216	5	650	29	--	--	1 126	1
Denmark	7 242	26	643	14	--	--	44 940	45	52 825	38
Norway	3 520	12	4	0	515	23	12 476	13	16 515	12
Netherlands	1 587	6	87	2	503	22	362	0	2 539	2
Sweden	540	2	24	0	--	--	--	--	564	0
Spain	1 788	6	168	4	--	--	--	--	1 956	2
Canada	778	3	132	3	--	--	--	--	910	1
U.S.A.	180	0	230	5	--	--	--	--	410	0
Portugal	857	3	15	0	13	1	--	--	885	1
Japan	3 931	14	17	0	20	1	--	--	3 968	3
U.S.S.R.	65	0	30	1	--	--	--	--	95	0
Iceland	54	0	0	0	94	4	1 868	2	2 016	2
Finland	135	1	0	0	--	--	--	--	135	0
Ireland	62	0	21	0	--	--	--	--	83	0
Others	2 573	9	854	18	91	4	7 332	7	10 850	8
TOTAL	28 489	100	4 710	100	2 242	100	98 988	100	134 429	100
Value in SF's ²	192 187.0		45 563.7		3 628.7		77 901.8		319 281.2	
Value in C\$ ²	135 415.0		32 104.2		2 556.8		54 889.6		224 965.5	

¹The reader is referred to Appendix III of this Report for a detailed breakdown of the above product categories.

²The value figures for Swiss francs and Canadian dollars are in millions.

3. Exports

Swiss exports of fish are minute, but the figures have been used in calculating the demand/supply balance. Details are shown in Appendix V.

D. DEMAND-SUPPLY BALANCE

As is evident from the previous sections on supply and demand, the per capita consumption of fish products at 5.5 kilograms is largely composed of imported goods (93%). The relatively small domestic harvest is limited to freshwater species, all of which are consumed locally in a limited number of product forms (i.e. fresh fillets). Table 12 summarizes and projects the import-export balance in fish products trade for Switzerland to 1985. The projected increase in domestic consumption to a level of 7.2 kilograms by 1985 will, of course, have to be met through imports.

The only Swiss harvest which currently affects Canadian exports are perch landings. There was a slight over-reaction to declining domestic production of this species during 1979, and importers built up inventories at somewhat high prices (from which Canada benefited). The resource situation subsequently stabilized and created an inventory build-up problem. However, such inventory difficulties are not believed typical as importers and brokers know their market well, and manage the distribution of fisheries products very efficiently.

TABLE 12. Trade balance of seven fishery commodity groups for Switzerland.¹

COMMODITY GROUP	Metric tons, Product weight								
	1972	1973	1974	1975	1976	1977	1978	1979	1985
1. Fish, fresh, chilled or frozen:	9 200	9 400	9 100	8 700	9 100	10 565	11 417	12 566	21 230
2. Fish, dried, salted or smoked:	900	800	800	800	800	773	881	859	828
3. Crustaceans & molluscs, fresh, frozen, dried, salted, etc.:	2 500	2 400	2 400	2 500	2 700	2 717	3 088	3 292	5 254
4. Fish products & preparations, whether or not in airtight containers:	15 900	15 300	14 600	13 200	13 800	13 965	14 373	14 688	17 577
5. Crustacean & mollusc products/preparations, whether or not in airtight containers:	1 300	1 500	1 200	1 100	1 100	1 177	1 191	1 356	1 244
6. Oils and fats, crude or refined, of aquatic animal origin:	2 300	2 600	1 900	1 700	2 000	2 085	1 866	2 241	2 111
7. Meals, solubles & similar animal feedingstuffs, of aquatic animal origin:	80 500	740 700	78 500	90 700	88 000	88 648	102 006	97 435	98 559
TOTAL	112 600	104 900	108 500	118 700	117 500	119 930	134 822	132 437	146 803

Source: Table 10 minus Table A-5.

E. POTENTIAL TRADE

1. Market Potential for Canadian Exports

Within the constraints identified, and the projected increase in demand as outlined in Section B, the major opportunities for Canadian fish and seafood products can be summarized as follows:

- * It is estimated that the market potential for Canadian fish products (see groups 1, 2 and 4 of Table 10) will be 4 000 t (product weight) by 1985. This is based on the projected growth in imports, coupled with increasing Canada's share of these requirements from the current 3% level to 10%. This level seems achievable and will be determined by success in competing with major competitors -- Norway and Denmark -- thereby increasing Canada's share at their expense (i.e. EEC and EFTA links notwithstanding).
- * The main factors which lend themselves to this growth include: a continuing foreign exchange advantage; the established base of a good reputation enjoyed by current Canadian exports of yellow lake perch fillets and salmon; and minimal tariff preferences to other countries.
- * No significant change is expected in the Canadian share of shellfish import requirements (currently at 3%). Therefore, the growth projected in the Swiss domestic market alone would see Canada exporting 200 t by 1985.

- * Specific attention should be directed to the retail market for frozen seafood. The major importers/retailers, MIGROS and CO-OP would appear to offer opportunities for cod and sole fillets. Canada's main competitors are Norway and Denmark who provide popular products such as breaded fillets and sticks, shrimp, and cod, --raw and prepared in sauce.

- * There is a strong market shift towards smaller package sizes (as small as 200 grams) and IQF's in bags.

- * Nearly all frozen fish and seafood products are fully processed and packaged in the exporting country as there are no fish processors in Switzerland. Often the final retail price is printed for the retail chains on individual consumer packs at the foreign processing plants. The implications for high value added export sales are therefore self-evident. The quality requirements for the Swiss market in general cannot be overstressed.

The major chains require the use of three official languages (German, French and Italian) on the package.

The individual Swiss consumer is reluctant to experiment with non-traditional fish products, so the restaurant sector plays an important role in the introduction of new items or species. Restaurants have expressed interest in adding new varieties of freshwater and seafood to their menus. They should be considered a key demand instigators should Canada begin longer term market development work for such items as pike and pickerel fillets, arctic char

and shellfish products (e.g. Canadian oysters and mussels) which are less well known in the Swiss market. Because of the very competitive nature of the market, importers, restaurant and specialty food store suppliers attempt to develop exclusive high quality items within their product lines. Consequently, there appears to be a good market for items which can be marketed as "distinctive" Canadian products.

Currently, when Swiss importers talk of Canadian fish products, they nearly always refer to salmon and yellow lake perch fillets. With some minor exceptions, their experience has been good. In addition, all importers appear very willing to discuss expanding their lines of Canadian products given the normal quality and price considerations. There is, therefore, a positive base upon which to build an increased market penetration program for Canadian products.

The "fast food" component of the Swiss food services industry remains relatively underdeveloped. There are conflicting opinions as to whether fast food markets will ever be very important. However, it is noteworthy that McDonald's has established restaurants in three urban centres (degree of success unknown), and the large Movenpick A.G. has a successful fast food subsidiary known as Silberkugel. If the prospects for "fast foods" are uncertain, the opportunities for fish products in the sector appear even more limited.

All interviewees for this report expressed a positive attitude and willingness to consider Canadian products. However, because of the high level of competition the following steps were generally suggested to effectively penetrate the market.

- (i) Prepare a comprehensive dossier which includes product descriptions (with photographs if possible), financial institutions through which you deal, prices (quoted c.i.f. Rotterdam is preferred), and suggest a personal meeting should interest be expressed.
- (ii) Pre-forward samples of products before any initial meeting. The Trade Commissioner's Service of the Canadian Embassy can offer valuable assistance both in this regard and in other logistical matters.
- (iii) There is little substitute for personal follow-up visits to clients (suggested 1 or 2 times a year), subsequent to a firm's product being accepted for sale in the market.
- (iv) Promptness of delivery is very important, and indeed credibility is seriously damaged if specified dates are not met.

Having a strong foreign exchange advantage, Canadian exporters should also focus on opportunities to displace certain traditional suppliers of fish products in the Swiss marketplace. The principal competitors in the frozen seafish category of products are Norway and Denmark. The actual quantity this type of potential represents, however, has not been estimated, but may be indicated by the data shown in Table 11.

Other product categories are very diverse and rather secondary. The notable exceptions might include opportunities for increased crab and lobster sales given market affluence and a buoyant tourism sector.

2. Market Entry Requirements and Barriers

a) Pricing Considerations

Quality requirements are a pre-eminent consideration, to the point where it can be expected that the Swiss market will bear a premium price for same. However, pricing becomes a determining factor when one considers competing countries such as Denmark and Norway which, for example, account for 97% of the volume of breaded saltwater fillets imported to this market. Under such circumstances, Canadian exporters can only expect initially to be "price-takers" for such products.

b) Transportation Costs

Transportation costs and arrangements are similar to those faced in shipping to most European Economic Community (EEC) countries. Rotterdam is considered by far the best point of entry, and is often jokingly referred to as a Swiss port. Within Switzerland, most warehousing and distribution is carried out from Basel. Table A-6 provides an indication of transportation fees for frozen fish from Euro-ports. These fees are subject to frequent change and therefore reflect only the enquiry date of February 1980.

Figures A-1, A-2 and A-3 in Appendix VI outline the distribution system within Switzerland for three product categories. These include frozen fish, canned fish and fishmeal. Although not all inclusive (e.g. the large Movenpick Holdings AG is not represented), they do serve to illustrate the major flows of fish products within the country.

c) Credit Arrangements and Financial Practices

Obviously, when dealing with Swiss financial institutions, one is involved with one of the most sophisticated and efficient banking sectors in the world. Most matters are routine and "letter of credit" is the normal operating procedure.

d) Frontier Procedures

These procedures are discussed in detail in Appendix VI. Samples of imported fish are analysed with the emphasis on proper species identification and mercury content controls. Phosphates and colourants are not allowed. A veterinary tax is applied to items inspected for import.

e) Labelling Requirements

Labelling requirements as to language, country of origin, product contents and regulations for tin cans are summarized in Appendix VI. Appendix VII is a translation of a relevant article which appeared in the Revue economique Franco-Suisse. Although somewhat dated (1968), it provides a good overview of the history, philosophy and practice of labelling and packaging requirements relevant to foodstuffs within Swiss legislation.

f) Tariff and non-tariff barriers

There are very few tariff and non-tariff barriers to trade in Switzerland. Those import duties which do apply on Canadian fish and fish products are

detailed in Table A-8 under the column entitled "normal tariff". Switzerland is a Member State of the European Free Trade Area (EFTA). However, little tariff discrimination is born by non-member trading partners in this regard (with fishmeal item 2301.01 being the most notable exception). There are no import quotas applicable to any of the fish product forms.

Even though the incidence of tariff and non-tariff barriers is small, there does exist a number of small hidden limiters to trade. These have been discussed in this and previous sections, and include mainly the veterinary inspection fees, the labelling requirements, the exclusion of phosphates, etc. There are no currency restrictions applicable.

F. CONCLUSIONS

- * Although small, the Swiss market is highly competitive, affluent, educated and efficient.
- * Some new growth is expected in fisheries consumption and it has been estimated that this increase represents a potential 1985 market of some 4 000 t of fish products and 200 t of shellfish products to Canadian exporters. This projection is also based on the assumption that Canada can displace in part, the shares of traditional country suppliers such as Norway and Denmark (i.e. moving Canada from the 3% to 10% level of total fish product imports).
- * Canadian fish products have established a good reputation due mainly to salmon and yellow perch fillets exported to Switzerland.
- * Quality is a foremost consideration.
- * Swiss brokers, retailers and food service industry sectors are all receptive to buying Canadian fish (i.e. given price, quality and ability to deliver on a timely basis).
- * The restaurant sector plays an important lead role in aiding "new" fish and shellfish species to penetrate the marketplace.
- * The lack of a fish processing industry, coupled with the requirements of the retail food industry, provide a market export opportunity for high value added consumer packs.

- * The frozen food retail market is highly oriented towards breaded saltwater fish products. As in many European countries, there is a strong movement towards smaller (200 gram) consumer packages, both to reflect eating habits as well as enable retailers to appear to keep prices down.

- * An individual or firm considering the possibility of exports to Switzerland should prepare a good promotional/products package, followed-up by samples and a visit. In this regard, the services and advice which the Canadian Trade Commissioner's Service (Berne) can offer are invaluable.

- * There is a strong need identified for some generic Canadian fish promotional items in the German language to meet the needs of markets such as the Federal Republic of Germany, Austria, Switzerland, and possibly the German Democratic Republic.

A P P E N D I C E S

TABLE A-1. Per capita disappearance of five fishery commodity groups¹ for Switzerland.

COMMODITY GROUP	Kiloarams. Product Weight								
	1972	1973	1974	1975	1976	1977	1978	1979	1985
1. Fish, fresh, chilled or frozen:	1.8	1.8	1.8	1.7	1.8	2.0	2.2	2.3	3.4
2. Fish, dried, salted or smoked:	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
3. Crustaceans & molluscs, fresh, frozen, dried, salted, etc.:	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.8
4. Fish products & preparations, whether or not in airtight containers:	2.5	2.4	2.3	2.1	2.2	2.2	2.3	2.3	2.6
5. Crustacean & mollusc products/preparations, whether or not in airtight containers:	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
6. Oils and fats, crude or refined, of aquatic animal origin:	*2	*	*	*	*	*	*	*	*
7. Meals, solubles & similar animal feedingstuffs, of aquatic animal origin:	*	*	*	*	*	*	*	*	*
TOTAL	5.1	5.0	4.9	4.6	4.8	5.0	5.4	5.5	7.2

APPENDIX I

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¹ Source: Table 6 divided by Table 1.

² Groups 6 and 7 were not attributed to direct human consumption and were therefore not included in the computation of per capita disappearance.

TABLE A-2. Nominal catches for Switzerland by species in metric tons.^{1,2}

SPECIES	NOMENCLATURE	1972	1973	1974	1975	1976	1977	1978	1979 ³	1985 ³
Northern pike	<i>Esox Lucius</i>	100	100	76	78	79	80	75	55	49
European perch	<i>Perca Fluviatilis</i>	1700	1700	1824	1887	1900	1950	1811	1601	1441
Freshwater fishes NEI		0	0	19	21	20	22	20	30	27
Vendace	<i>Coregonus Albula</i>	700	700	741	762	764	771	743	892	803
Whitefishes	<i>Coregonus SPP</i>	900	900	912	918	917	921	940	790	711
Trouts	<i>Salmo SPP</i>	200	200	228	234	235	238	231	230	207
GRAND TOTAL	ALL SPECIES	3600	3600	3800	3900	3915	3982	3820	3598	3238

¹ The term "catch" refers to the "nominal catch" i.e., the live weight equivalent of the landings.

² Excludes all quantities caught by recreational/sport fishermen.

³ Author's estimate and projection.

⁴ Source: Yearbook of Fishery Statistics--catches and landings, Vol. 46. Food and Agricultural Organization of the United Nations, Rome, Italy, 1980.

APPENDIX III

SWISS FISH PRODUCT IMPORTS
BY SELECTED COUNTRIES, 1979¹

¹ This appendix represents a more detailed breakdown of Table 11 contained within this report. It is noteworthy that the seven fishery commodity groups of the export and import tables (i.e. Tables 10 and A-5) encompass the following tariff classification numbers:

<u>COMMODITY GROUP</u>	<u>CLASSIFICATION NUMBERS</u>
1. Fish, fresh, chilled or frozen:	0301.10/.11/.12/.14/.20
2. Fish, dried, salted or smoked:	0302.10/.11/.12/.14/.16
3. Crustaceans & molluscs, fresh, frozen, dried, salted, etc.:	0303.10/.20/.22/.30/.40
4. Fish products & preparations, whether or not in airtight containers:	1603.01 1604.10/.20/.22/.23/.24/.30/.32
5. Crustacean & mollusc products/ preparations, whether or not in airtight containers:	1605.10/.20/.30
6. Oils and fats, crude or refined, of aquatic animal origin:	1504.10/.20
7. Meals, solubles & similar animal feedingstuffs, of aquatic animal origin:	2301.01

Source: Statistique Annuelle du Commerce Extérieur de la Suisse, 1979 tome premier. Publié par la Direction Générale des Douanes, Berne.

TABLE A-3. Supply countries by product forms (1979), in product weight, metric tons.¹

COUNTRY OF SUPPLY	0301.12 ²		0301.14		0301.10		0301.11	
	Quantity	%	Quantity	%	Quantity	%	Quantity	%
West Germany	303	24	37	4	72	5	5	1
France	138	11	50	6	256	16	13	1
Italy	43	3	10	1	611	39	--	--
Austria	283	22	84	10	2	0	--	--
Great Britain	3	0	183	21	--	--	7	1
Denmark	130	10	7	1	563	36	313	32
Norway	--	--	--	--	27	2	229	23
Netherlands	98	8	111	13	--	--	--	--
Sweden	45	4	--	--	--	--	--	--
Spain	--	--	--	--	36	2	--	--
Canada	--	--	317	36	5	0	360	36
U.S.A.	2	1	2	0	--	--	54	6
Portugal	--	--	--	--	--	--	--	--
Japan	--	--	--	--	--	--	--	--
U.S.S.R.	40	3	--	--	--	--	--	--
Iceland	--	--	--	--	--	--	--	--
Finland	129	10	6	1	--	--	--	--
Ireland	14	1	21	3	--	--	2	0
Others	40	3	30	4	8	0	0	0
TOTAL	1268	100	858	100	1580	100	983	100
Value in SF's ³	6678.0		11 350.8		10 366.8		12 037.4	
Value in C\$ ³	4705.3		7 997.8		7 304.5		8 481.6	

¹Source: *Statistique Annuelle du Commerce Extérieur de la Suisse*, published by La Direction Générale des Douanes, Berne (annual).

²Classification numbers refer to those used in above cited source document.

³The value figures for Swiss francs and Canadian dollars are in millions.

(continued)

TABLE A-3 (continued). Supply countries by product forms (1979), in product weight, metric tons.

COUNTRY OF SUPPLY	0301.20		0302.12		1604.10		1604.20/22/24	
	Quantity	%	Quantity	%	Quantity	%	Quantity	%
West Germany	254	3	45	23	98	3	506	5
France	970	12	16	8	--	--	158	2
Italy	675	8	1	1	9	0	148	2
Austria	--	--	--	--	--	--	--	--
Great Britain	13	0	8	4	9	0	28	0
Denmark	3 979	48	107	55	1 382	36	82	1
Norway	663	8	5	3	2 339	61	68	1
Netherlands	1 280	16	2	1	9	0	39	0
Sweden	70	0	3	2	--	--	71	1
Spain	5	0	--	--	--	--	1 747	18
Canada	65	1	--	--	--	--	29	0
U.S.A.	1	0	--	--	--	--	121	1
Portugal	43	1	--	--	--	--	814	9
Japan	--	--	--	--	--	--	3 931	41
U.S.S.R.	--	--	--	--	--	--	5	0
Iceland	39	1	--	--	--	--	--	--
Finland	--	--	--	--	--	--	--	--
Ireland	8	0	2	1	--	--	--	--
Others	92	2	--	--	1	0	1 778	19
TOTAL	8 157	100	189	100	3 847	100	9 525	100
Value in SF' ³	55 580.3		5 959.5		18 352.2		50 029.7	
Value in C\$ ³	39 161.9		4 199.1		12 931.0		35 251.0	

(continued)

TABLE A-3 (continued). Supply countries by product forms (1979), in product weight, metric tons.

COUNTRY OF SUPPLY	1604.23		1604.30/32		0302.10/11/14/16 & 1603.01		TOTAL: FISH & FISH PRODUCTS	
	Quantity	%	Quantity	%	Quantity	%	Quantity	%
West Germany	--	--	6	9	28	2	1 354	5
France	3	0	2	3	51	4	1 657	6
Italy	--	--	--	--	39	3	1 536	5
Austria	--	--	--	--	1	0	370	1
Great Britain	--	--	--	--	9	1	260	1
Denmark	309	43	27	37	343	27	7 242	26
Norway	62	9	--	--	127	10	3 520	12
Netherlands	--	--	--	--	48	4	1 587	6
Sweden	351	48	--	--	--	--	540	2
Spain	--	--	--	--	--	--	1 788	6
Canada	--	--	2	3	--	--	778	3
U.S.A.	--	--	--	--	--	--	180	0
Portugal	--	--	--	--	--	--	857	3
Japan	--	--	--	--	--	--	3 931	14
U.S.S.R.	--	--	20	28	--	--	65	0
Iceland	--	--	--	--	15	1	54	0
Finland	--	--	--	--	--	--	135	0
Ireland	--	--	--	--	15	1	62	0
Others	--	--	14	20	610	47	2 573	9
TOTAL	725	100	71	100	1286	100	28 489	100
Value in SF's ³	4 906.0		6 449.6		10 476.7		192 187.0	
Value in C\$ ³	3 456.8		4 544.4		7 381.9		135 415.0	

(continued)

TABLE A-3 (continued). Supply countries by product forms (1979), in product weight, metric tons.

COUNTRY OF SUPPLY	0303.10		0303.20/22		0303.30		0303.40	
	Quantity	%	Quantity	%	Quantity	%	Quantity	%
West Germany	--	--	2	0	--	--	6	1
France	670	68	386	61	176	15	83	15
Italy	180	18	3	0	434	38	20	4
Austria	--	--	--	--	--	--	--	--
Great Britain	18	2	15	2	24	2	143	26
Denmark	64	6	31	5	--	--	27	5
Norway	--	--	2	0	--	--	--	--
Netherlands	43	4	14	2	12	1	10	2
Sweden	--	--	--	--	--	--	3	0
Spain	--	--	15	2	4	0	--	--
Canada	1	0	45	7	--	--	17	3
U.S.A.	--	--	7	1	2	0	74	13
Portugal	--	--	11	2	4	0	--	--
Japan	--	--	--	--	--	--	--	--
U.S.S.R.	--	--	--	--	--	--	--	--
Iceland	--	--	--	--	--	--	--	--
Finland	--	--	--	--	--	--	--	--
Ireland	1	0	--	--	3	0	17	3
Others	20	2	113	18	487	44	160	28
TOTAL	997	100	644	100	1 146	100	560	100
Value in SF's ³	2 620.6		8 151.7		6 537.4		14 056.5	
Value in C\$ ³	1 846.5		5 743.7		4 606.3		9 904.2	

(continued)

TABLE A-3 (continued). Supply countries by product forms (1979), in product weight, metric tons.

COUNTRY OF SUPPLY	1605.10		1605.20		1605.30		TOTAL: MOLLUSCS & CRUSTACEANS	
	Quantity	%	Quantity	%	Quantity	%	Quantity	%
West Germany	--	--	1	0	5	2	14	0
France	7	2	44	7	49	20	1 415	30
Italy	179	38	--	--	24	10	840	18
Austria	--	--	--	--	--	--	0	0
Great Britain	8	2	6	1	2	1	216	5
Denmark	167	37	353	53	1	0	643	14
Norway	--	--	2	0	--	--	4	0
Netherlands	--	--	1	0	7	3	87	2
Sweden	--	--	19	3	2	1	24	0
Spain	65	14	--	--	84	35	168	4
Canada	--	--	59	9	10	4	132	3
U.S.A.	--	--	142	22	5	2	230	5
Portugal	--	--	--	--	--	--	15	0
Japan	17	4	--	--	--	--	17	0
U.S.S.R.	--	--	--	--	30	12	30	1
Iceland	--	--	--	--	--	--	0	0
Finland	--	--	--	--	--	--	0	0
Ireland	--	--	--	--	--	--	21	0
Others	14	3	35	5	25	10	854	18
TOTAL	457	100	662	100	244	100	4 710	100
Value in SF's ³	1 915.2		9 064.8		3 217.5		45 563.7	
Value in C\$ ³	1 349.5		6 387.1		2 267.1		32 104.2	

(continued)

TABLE A-3 (continued). Supply countries by product forms (1979), in product weight, metric tons.

COUNTRY OF SUPPLY	1504.10/.20		2301.01		GRAND TOTAL ALL PRODUCT GROUPINGS	
	Quantity	%	Quantity	%	Quantity	%
West Germany	356	16	999	1	2 723	2
France	--	--	27 390	28	30 462	23
Italy	--	--	3 621	4	5 997	5
Austria	--	--	--	--	370	0
Great Britain	650	29	--	--	1 126	1
Denmark	--	--	44 940	45	52 825	38
Norway	515	23	12 476	13	16 515	12
Netherlands	503	22	362	0	2 539	2
Sweden	--	--	--	--	564	0
Spain	--	--	--	--	1 956	2
Canada	--	--	--	--	910	1
U.S.A.	--	--	--	--	410	0
Portugal	13	1	--	--	885	1
Japan	20	1	--	--	3 968	3
U.S.S.R.	--	--	--	--	95	0
Iceland	94	4	1 868	2	2 016	2
Finland	--	--	--	--	135	0
Ireland	--	--	--	--	83	0
Others	91	4	7 332	7	10 850	8
TOTAL	2 242	100	98 988	100	134 429	100
Value in SF's ³	3 628.7		77 901.8		319 281.2	
Value in C\$ ³	2 556.8		54 889.6		224 965.5	

APPENDIX IV

CANADIAN FISH PRODUCT EXPORTS

TO SWITZERLAND, 1974-79¹

¹ Table A-4 contained in this Appendix summarizes exports to Switzerland from a Canadian perspective. The figures differ from those included in Table 11 and Table A-3 (of Appendix III) as Swiss imports from Canada. This difference is attributable mainly to differing statistical reporting systems, flows of goods through third countries, and so on. Nevertheless, it is included within this Report because of the further detail it provides and the trends it indicates for various product forms exported to Switzerland. The source publication for Table A-4 is: Export by Commodities, Statistics Canada, Catalogue #65-004 (monthly), Ottawa. The reference numbers used for the product categories are those included in the cited Statistics Canada publication.

TABLE A-4. Canadian fish product exports to Switzerland by quantity (Q, metric tons, product weight) and value (V, C\$'000 for year indicated).

		1974	1975	1976	1977	1978	1979
Salmon, spring, fresh whole/dressed (31-44)	Q	2	-	<1	-	-	-
	V	5	-	1	-	-	-
Halibut, Pacific, frozen, whole or dressed (33-21)	Q	3	5	-	3	-	-
	V	7	12	-	12	-	-
Salmon, Atlantic, frozen, whole or dressed (33-39)	Q	4	-	10	12	-	10
	V	13	-	70	100	-	83
Salmon, chum, frozen, whole dressed (33-40)	Q	61	27	75	165	240	159
	V	149	97	258	657	1255	1001
Salmon, coho, frozen, whole dressed (33-41)	Q	38	20	21	24	44	42
	V	116	77	89	119	313	356
Salmon, spring, frozen, whole, dressed (33-44)	Q	11	19	2	9	7	18
	V	26	69	13	41	49	97
Salmon, frozen, whole, dressed nes (33-45)	Q	-	10	2	30	35	32
	V	-	30	7	114	121	157
Smelt, sea, frozen, whole, dressed (33-48)	Q	-	-	-	-	2	-
	V	-	-	-	-	4	-
Sea fish, frozen, whole, dressed nes (33-69)	Q	-	-	-	-	14	-
	V	-	-	-	-	73	-
Pickere1, frozen, whole or dressed (33-88)	Q	5	-	-	5	<1	-
	V	13	-	-	28	1	-

TABLE A-4 (con't). Canadian fish product exports to Switzerland by quantity (Q, metric tons, product weight) and value (V, C\$'000 for year indicated).

		1974	1975	1976	1977	1978	1979
Pike, frozen, whole or dressed (33-89)	Q	-	-	-	-	16	5
	V	-	-	-	-	30	7
Trout, frozen, whole or dressed (33-93)	Q	-	-	-	-	<1	1
	V	-	-	-	-	1	3
Whitefish, frozen, whole or dressed (33-95)	Q	-	-	-	-	13	-
	V	-	-	-	-	14	-
Freshwater fish, frozen, whole or dressed, nes (33-99)	Q	37	-	-	117	49	25
	V	113	-	-	427	211	193
Perch fillets, fresh (35-86)	Q	-	-	-	-	1	21
	V	-	-	-	-	6	188
Cod fillets, Atlantic, frozen (37-06)	Q	-	-	-	1	-	-
	V	-	-	-	2	-	-
Ocean perch fillets, frozen (37-31)	Q	-	2	-	5	3	18
	V	-	4	-	30	17	174
Sole, flounder fillets, frozen (37-49)	Q	2	1	10	1	-	-
	V	5	2	30	3	-	-
Turbot fillets, frozen (37-64)	Q	-	-	-	1	29	41
	V	-	-	-	2	70	123
Perch fillets, frozen (37-86)	Q	2	9	-	59	146	204
	V	7	35	-	310	858	1807

TABLE A-4 (cont'd). Canadian fish product exports to Switzerland by quantity (Q, metric tons, product weight) and value (V, C\$'000 for year indicated).

		1974	1975	1976	1977	1978	1979
Pickarel fillets, frozen (37-88)	Q	-	-	-	<1	11	-
	V	-	-	-	<1	83	-
Pike fillets, frozen (37-89)	Q	-	-	-	-	<1	-
	V	-	-	-	-	1	-
Sauger fillets, frozen (37-90)	Q	-	-	-	-	3	-
	V	-	-	-	-	15	-
Trout fillets, frozen (37-93)	Q	-	-	-	<1	<1	-
	V	-	-	-	1	1	-
Freshwater fish fillets, frozen (37-99)	Q	-	-	-	1	-	-
	V	-	-	-	5	-	-
Salmon, smoked (41-45)	Q	<1	<1	<1	<1	1	2
	V	2	2	2	4	10	16
Salmon, pink, canned (44-42)	Q	1	2	5	2	17	-
	V	4	5	16	8	64	-
Salmon, sockeye, canned (44-43)	Q	-	<1	-	-	1	-
	V	-	1	-	-	8	-
Crabs, fresh or frozen (46-20)	Q	-	-	-	-	1	-
	V	-	-	-	-	16	-
Lobster in shell, fresh or frozen (46-24)	Q	4	7	1	3	10	29
	V	18	44	8	28	50	257

TABLE A-4 (cont'd). Canadian fish product exports to Switzerland by quantity (Q, metric tons, product weight)
(V, C\$'000 for year indicated).

		1974	1975	1976	1977	1978	1979
Lobster meat, frozen/incl. boiled (46-27)	Q	-	-	17	-	-	1
	V	-	-	83	-	-	11
Scallops, frozen (46-43)	Q	-	-	<1	-	-	5
	V	-	-	1	-	-	48
Shrimps and prawns, fresh or frozen (46-49)	Q	-	-	12	44	62	61
	V	-	-	60	271	468	550
Crabs, canned (46-76)	Q	8	-	-	-	-	1
	V	40	-	-	-	-	13
Lobster and products, canned (46-80)	Q	<1	<1	-	<1	<1	<1
	V	14	10	-	5	1	11
Fish roe nes, fresh, frozen cured nes (49-40)	Q	-	-	-	-	<1	-
	V	-	-	-	-	6	-
Fishery foods and feeds, nes (49-99)	Q	-	-	-	-	1	-
	V	-	-	-	-	3	-
GRAND TOTAL	Q	179	104	157	484	709	676
	V	532	388	638	2168	3749	5095

*The symbol (<) means "less than".

TABLE A-5. Total exports of seven fishery commodity groups for Switzerland.

COMMODITY GROUP	Metric Tons, Product Weight								
	1972	1973	1974	1975	1976	1977	1978	1979	1985
1. Fish, fresh, chilled or frozen:	300	300	300	400	500	417	132	251	266
2. Fish, dried, salted or smoked:	0	0	0	0	0	8	5	2	1
3. Crustaceans & molluscs, fresh, frozen, dried, salted, etc.:	100	100	100	0	0	52	60	54	55
4. Fish products & preparations, whether or not in airtight containers:	0	0	100	0	100	71	45	97	78
5. Crustacean & mollusc products/preparations, whether or not in airtight containers:	0	0	0	0	0	28	8	6	2
6. Oils and fats, crude or refined, of aquatic animal origin:	0	0	200	0	0	0	1	2	1
7. Meals, solubles & similar animal feedingstuffs, of aquatic animal origin:	1000	1300	1600	600	1600	2477	1396	1553	1441
TOTAL	1400	1700	2300	1000	2200	3053	1647	1965	1844

APPENDIX V

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¹ Refer to footnote 1, Table 10.

APPENDIX VI

SWITZERLAND:
MARKET ENTRY REQUIREMENTS AND BARRIERS

TABLE A-6. Selected transportation fees for frozen fish as of February 1980.

Rotterdam/Amsterdam to Basel by truck

Most Canadian shipments enter Europe at Rotterdam/Amsterdam. The best possible transportation facilities for small quantities exist from these ports and mixed cargos are regularly available.

less than 1 t	SF 185 per t
1 t to 2.5 t	SF 180 per t
2.5 t to 5 t	SF 170 per t
5 t to 7 t	SF 160 per t
7 t to 10 t	SF 150 per t
10 t to 15 t	SF 135 per t
15 t to 20 t	SF 115 per t

+ 3% gasoline surcharge

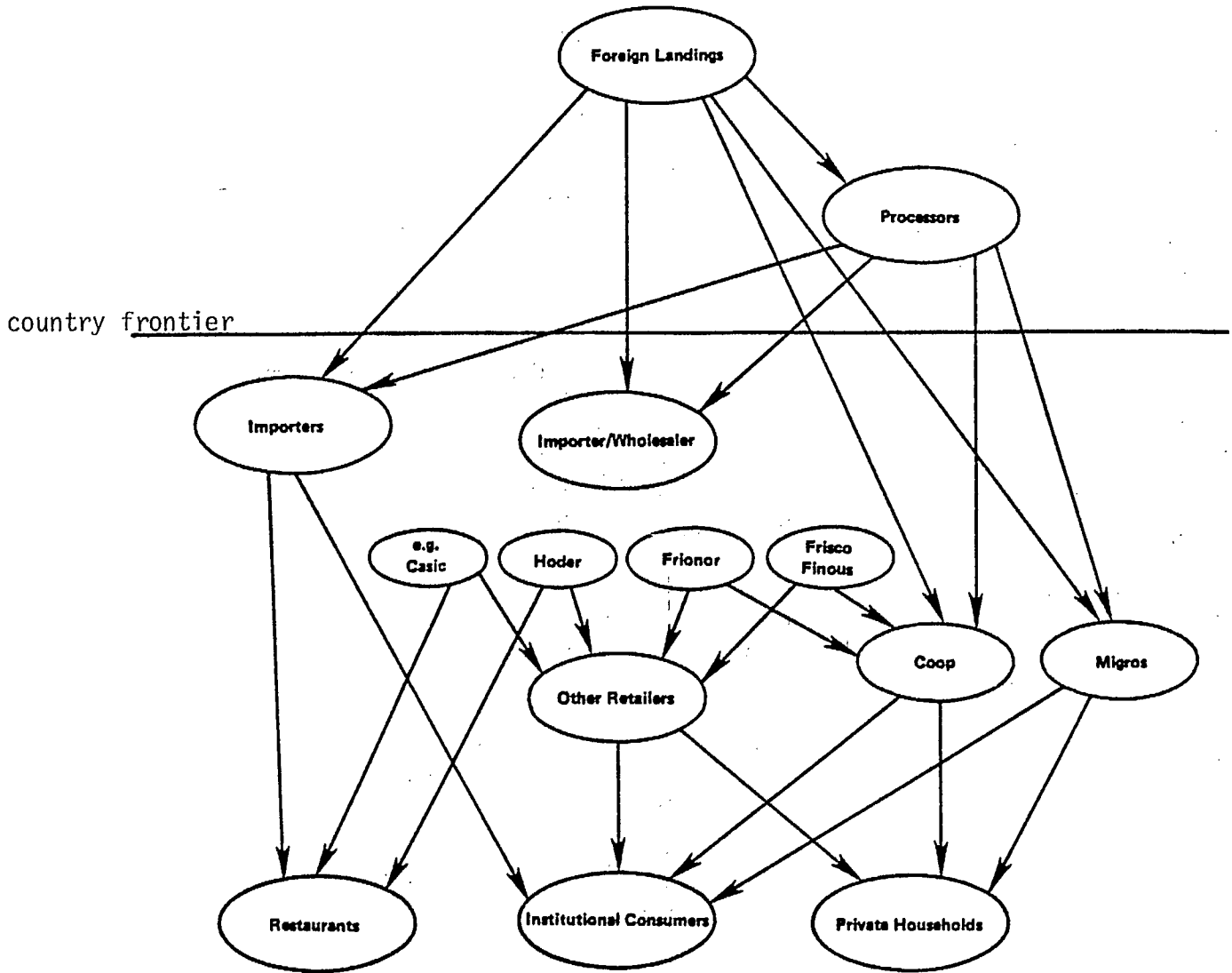
LeHavre to Basel by rail

Bulk shipments e.g. containers and car loads. Small shipments are not recommended from this port.

1/20 feet container up to 12 t	SF 1017.00
+ 5% cooling fee	SF 81.35
Total	<u>SF 1098.35</u>

FIGURE A-1.

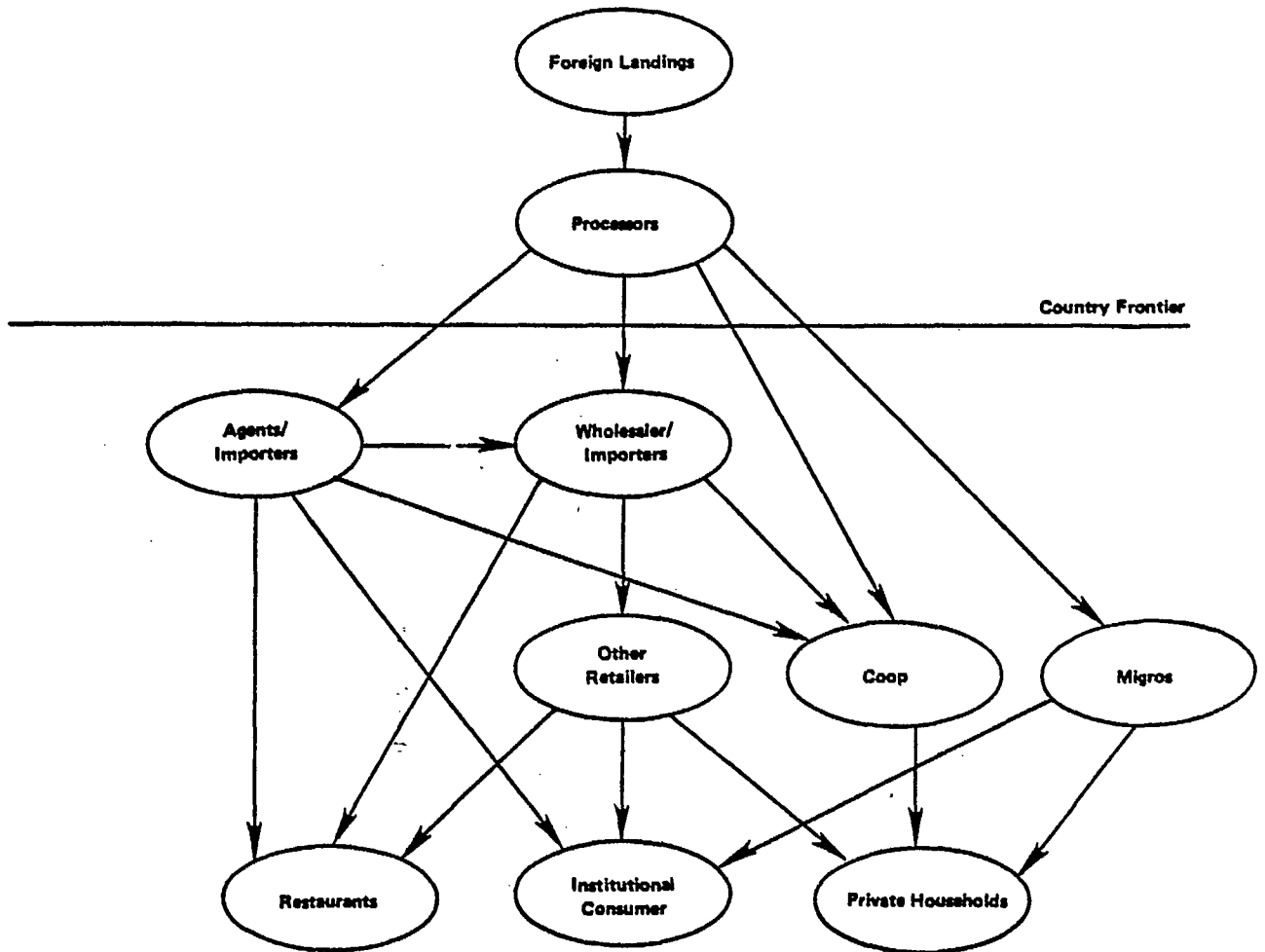
MAJOR FLOWS OF FROZEN FISH



Source: Export and domestic market opportunities for underutilized fish and shellfish--Switzerland. Earl R. Coombs, Inc., ed.. U.S. Department of Commerce, NOAA, National Marine Fisheries Service. Washington, D.C., 1978.

FIGURE A-2.

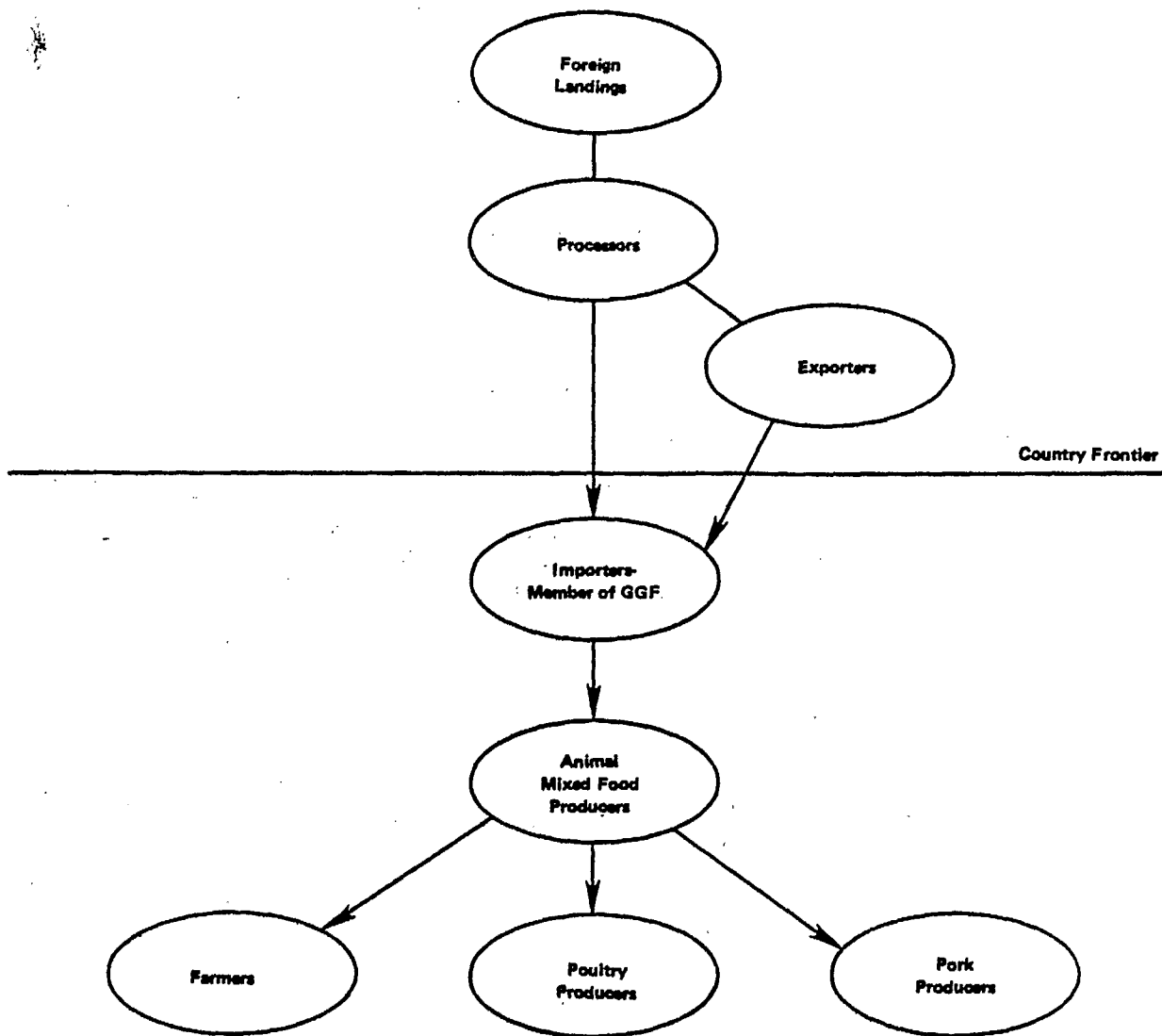
MAJOR FLOWS OF CANNED FISH



Source: Ibid.

FIGURE A-3.

MAJOR FLOWS OF FISHMEAL MARKET



Source: Ibid.

(i) Frontier Procedures

The following is a lay version of frontier procedures and requirements for the importation of fish, molluscs and crustacea, and fish eggs destined for human consumption.

There is no veterinary certificate needed for fish products, however shipments must be accompanied by accurate invoices. An inspection officer from l'Office vétérinaire examines shipments by "sight and smell" for the product's fitness for human consumption (that is a somewhat discretionary decision), and product labelling requirements. A sample is selected from random shipments for further laboratory testing in Berne. If the inspector is satisfied with his initial check of the product, the shipment is cleared.

The laboratory tests focus mainly on ensuring proper species identification and mercury content. Should the lab tests indicate a problem, the imported product is noted and future shipments are subjected to more strict scrutiny. Also, phosphates and colorants are not allowed, and the importer must be domiciled in Switzerland and have access to adequate and appropriate storage facilities. In the case of live lobsters, they must be banded, i.e. wooden pegs are not accepted.

Once the product has cleared the de jure governmental inspection, any disagreements between the foreign exporter and Swiss importer as to the marketable quality of the product becomes a question of direct resolution between the two parties (i.e. l'Office vétérinaire does not get involved).

There is a "veterinary tax" applied to items inspected for import. These charges are listed below in Table A7.

TABLE A-7. Veterinary tax per 100 kg gross weight in Swiss francs.

<u>Tariff item</u> <u>(see Appendix III for descriptions)</u>	<u>Swiss francs</u>
0301.10/12 live	1
dead	4
minimum per shipment	5
0301.14 frozen fillets	4
minimum per shipment	5
0301.20 live	1
dead	4
minimum per shipment	5
0302.10/16	4
minimum per shipment	5
0303.10/40 live and dead	4
minimum per shipment	5
1604.10/32	4
minimum per shipment	5
1605.10/30	4
minimum per shipment	5

(ii) Labelling Requirements

In general, labelling requirements can be summarized as follows:

- (i) language--one of the three official languages (german, french, italian) must be used. Also notable is that consumer packs handled by the major retailers must have all three languages included;
- (ii) country of origin--the labelling must include identification of the country of origin, as well as the name of the producer;
- (iii) product contents--the labelling must include an accurate description of the product contents (e.g. amounts of water, salt, various additives, species, etc.). The term "caviar" for instance is only acceptable as a description of sturgeon eggs, and therefore a name such as "golden caviar" applied to eggs from whitefish would not be accepted. Also required are the instructions needed to keep products frozen;
- (iv) tin cans--for a flat "sardine" type can, the label must be inscribed on the flat side in such a way as to be permanent. For a round can, the label should be attached around the can. The name of the selling/producing company, country of origin, and description of the contents are to be included on the label.

Once a product is in the market, the respective cantonal enforcement authorities take over. There are 26 Cantons in Switzerland, and they each possess a high degree of autonomy within the Swiss federation. With widely varying degrees of intensity, they continue enforcement pursuant to the various import requirements (as outlined above in this section). For example, some Cantons closely monitor items on restaurant menus; should a restaurant be offering Swiss lake perch which is in fact yellow lake perch fillets from Canada, the cantonal authorities would intervene to "correct" the inaccuracy.

TABLE A-8. Swiss import duties on fish and fish products--1980
(Duty per 100 kg, gross weight in Swiss francs)

<u>Tariff item</u>	<u>Description</u>	<u>Normal¹ Tariff</u>	<u>Tariff for EEC Countries</u>	<u>Tariff for EFTA Countries</u>	<u>Tariff for deve- loping countries</u>
0301	Fish, fresh (live or dead) refrigerated or frozen -fresh water fish				
.10	--Trout	15.--	15.--	15.--	15.--
.11	--Salmon	exempt	exempt	exempt	exempt
.12	--Other, whole or cut-up, excluding fillets	3.--	3.--	3.--	3.--
.14	--Fillets	5.--	5.--	5.--	5.--
.20	-saltwater fish, whole or cut-up, including fillets	exempt	exempt	exempt	exempt
0302	Fish, dried, salted or in brine; smoked fish, whether or not cooked before or during the smoking process in containers of:				
.10	-over 3 kg saltwater fish, and salmon	exempt	exempt	exempt	exempt
.11	--others	2.--	2.--	2.--	2.--
.12	-3 kg or less, salmon	exempt	exempt	exempt	exempt
.14	-3 kg or less, saltwater fish, eels	exempt	exempt	exempt	exempt
.16	-3 kg or less, others	20.--	20.--	20.--	20.--
0303	Crustaceans, molluscs and shellfish (including those separated from their shell or carapace), fresh (live or dead), refrigerated frozen, dried, salted or in brine, crustaceans in shell, simply boiled in water				
.10	-Mussels	exempt	exempt	exempt	exempt
.20	-Oysters	exempt	exempt	exempt	exempt
.22	-Shrimps	exempt	exempt	exempt	exempt
.30	-Freshwater crayfish; snails; cuttlefish	exempt	exempt	exempt	exempt
.40	-Others (lobster, spiny lobsters, crabs, etc.)	exempt	exempt	exempt	exempt

TABLE A-8 (continued). Swiss import duties on fish and fish products--1980
(Duty per 100 kg, gross weight in Swiss francs)

<u>Tariff item</u>	<u>Description</u>	<u>Normal¹ Tariff</u>	<u>Tariff for EEC Countries</u>	<u>Tariff for EFTA Countries</u>	<u>Tariff for deve- loping countries</u>
1504	Oil & Fats of fish				
.10	-For human foodstuffs	15.--	15.--	15.--	15.--
.20	-Other	1.--	1.--	exempt	exempt
1604	Fish, prepared and canned, including caviar, and derivatives thereof				
	-fish prepared and canned				
.10	--Saltwater fish fillets, breaded	exempt	exempt	exempt	exempt
.20	--other, in containers of over 3 kilos	exempt	exempt	exempt	exempt
	---3 kilos or less:				
.22	----Sardines (pilchards) and herring, with tomato sauce, salmon	exempt	exempt	exempt	exempt
.23	----frozen ready to cook	exempt	exempt	exempt	exempt
.24	----others	20.--	20.--	20.--	20.--
.30	-Caviar	exempt	exempt	exempt	exempt
.32	-Other preparations of fish eggs	exempt	exempt	exempt	exempt
1605	Crustaceans, molluscs and shellfish prepared or canned				
.10	-Mussels	exempt	exempt	exempt	exempt
.20	-Shrimps	exempt	exempt	exempt	exempt
.30	-Others	exempt	exempt	exempt	exempt
2301 .01	Meal	20.--	20.--	exempt	20.--

¹ includes imports from Canada

APPENDIX VII

The Labelling and Packaging of Food Products in Swiss Legislation

by Maurice Haesler, Doctor of Law, jurist with the federal public health service, Bern, Switzerland from the Revue économique Franco-Suisse, No. 1, 1968 (translation from original french).

On July 11, 1897, the people and cantons of Switzerland approved the addition of a new article to the federal constitution, giving the Confederation the right to legislate on the marketing of food products as well as on household and other common items that were possible hazards to the health and well-being of consumers. In executing this article (69a), the federal chambers, on December 8, 1905, passed an act on the marketing of food products and various common articles. Section 53 of the act gave the Federal Council the power to enact regulations that would safeguard public health and prevent fraud of any kind, prescribe the use of clear and precise designations to indicate the nature and origin of merchandise, and require that the use of additives be indicated, with the exception of those that are indispensable or commonly used. Within the framework of this act, the Federal Council promulgated various ordinances, one of which (the ODA), enacted on May 26, 1936 and still in effect, regulates the marketing of food products and various common articles. Since 1936, the ODA has been amended and revised several times, most recently on November 3, 1967. A copy of this legislation can be obtained from the printing offices of the Federal Chancellery, Federal Palace, 3003 Bern, Switzerland.

This particular ordinance contains the legal regulations governing the packaging and labelling of food products. Rather than go into a lengthy listing, we shall provide here only a brief survey of them.

To begin with, all containers and food packaging material must be clean and kept in good condition (section 24). Containers for food products may not be used for the sale of harmful substances such as mineral acids, ammonia, disinfectants, petroleum and benzine (section 22). Furthermore, the packaging material used in transporting and storing fruit must be clean and adapted to the prevailing conditions of its destination in order to prevent any deterioration or contamination, or any alteration that may affect its value. The use of newsprint or wastepaper for packaging fruit, for example, is prohibited (section 193).

Sections 450, 459 and following contain the specific requirements for the packaging of food products. The first gives the basis provisions regarding plastic material used for packaging; section 459 and following pertain to paper and other materials. Specifically, any paper used to wrap food products directly must have as little taste or odour as possible, and must not contain, either in its pulp or in its colouring agent, arsenic, barium, lead, cadmium, mercury or any compound of these metals, with the exception of barium oxide and mercuric sulfide. Waste paper or any non-colourfast paper may not be used to wrap bread, baked goods, candy, meat, meat products, fish, cheese or food fats. Plastic material that comes into contact with food products must in no way alter their odour, flavour or appearance, or transfer to them appreciable quantities of any of its components. Finally, metal foils and tubes used to wrap or contain food products must not contain arsenic. The total amount of lead or zinc must not exceed one per cent; the amount of antimony, three per cent.

The provisions of the ODA concerning labelling are many and varied. We need only mention the more general ones as well as those inherent in the various food products. Those of a general nature include the requirement that the name or designation of food products be based either on the type or on the raw ingredients used (specific denomination, section 13). This designation is designed to inform the consumer and must appear on the package in at least one of the official languages. All names, indications, graphics, packaging and instructions, as well as the overall appearance and presentation, must in no way mislead the consumer as to the nature, origin, quantity, weight, etc., of the particular product. The use of images, graphics, trademarks, registered or not, liable to deceive the consumer is prohibited (for example, the image of a cow on a package of margarine or some edible fat mixture; bees on a package of artificial honey). The same is true for product names, trade names, etc., even if registered as trademarks. It is also prohibited to market any food products with a name, designation, form of packaging, etc., that may mislead consumers as to the origin of these products (section 15).

Furthermore, the use of such adjectives as "pure" or "natural" is prohibited for any food products containing artificial colour or preservatives, even if such additives are allowed (section 17). In general, any indication that a food product has therapeutic, preventive or curative properties is prohibited. This restriction is modified somewhat for dietic foods, mineral water or foods indicating vitamin content (this third category is subject to regular testing by an official government body specially equipped for such monitoring) (section 19). Finally, packages weighing from fifty grams to two kilograms and sold retail must clearly indicate the net weight in grams or kilograms (filling weight, fresh weight/section 16).

In addition to these general provisions, food packages and labels should include other indications or information, depending on the nature of the product. There are many products, for example, that are imported, including eggs, honey, fruits and vegetables, chocolate, processed cheese, wine and so forth. In such cases, the origin must be indicated. The use of artificial sweeteners and flavours, which incidentally is severely restricted, must be indicated on the product's label or package.

Low-calorie foods that are artificially sweetened must be so marked. Foods specially prepared for diabetics must also indicate the percentage content of moisture, fat, carbohydrates and protein. Moreover, the packages for these foods must indicate the manufacture or packing date, the manufacturer's or seller's trade name, and the country of origin (section 185). Permitted artificial colours that may be used only in clearly-defined instances should generally be indicated; the same is true for preservatives normally permitted only in specific cases.

For chocolate and other products containing cocoa, weights should be clearly marked on the packages in numerals at least 0.5 cm in height. Any of these products containing alcohol, in the form of liqueurs, for example, must be so marked, and also indicate in visible, readable letters: "Not to be given to children".

These are just a few examples of the Swiss government's constant efforts to safeguard public health and protect consumers from misleading information on the quality and composition of food products. The cantons are responsible for the enforcement of these regulations, under the supervision of the federal.

government, and they have set up specially equipped laboratories for the purpose of inspecting and testing samples of food products sold on the market. Chemists from the various cantons, directors of these laboratories and the municipal chemist of the City of Zurich all belong to the Association des chimistes cantonaux et municipaux de Suisse (association of cantonal and municipal chemists of Switzerland). The association meets regularly with a representative of the federal public health service to examine current problems and ensure uniform compliance with the federal regulations governing food products. Specially trained inspectors are responsible for monitoring the quality of food products at their place of manufacture and at the retail level (restaurants, stores and so forth).

Under a treaty signed on March 29, 1923, Switzerland and Liechtenstein formed a customs union which made the federal legislation on the control of food products applicable in the principality as well. For this reason, there is a board of inspectors at Vaduz, the capital, which has the cantonal laboratory in St. Gallen. Switzerland carries out the necessary tests and analyses.

APPENDIX VIII

EMPLOYMENT IN SWISS FISHERIES

The various lake fisheries are administered by respective cantonal governments¹, which have their own licensing systems and management programs (e.g. hatcheries). Table A-9 summarizes primary level employment in the fisheries sector as of 1975. Little is believed to have changed since. The numbers employed are small and the harvesting techniques used border on the artisanal.

TABLE A-9. Primary level employment in Swiss commercial fisheries.²

Full Time		Part Time		Total
Male	Female	Male	Female	Both Sexes
556	95	352	145	1148

Approximately 75% of the commercial catch is accounted for by eight major lakes. These include Lakes Constance, Wahlen, Zurich, Zug, Bienne, Neuchatel, Thoune and Geneva.³

- 1 The country is divided into 26 cantons which are highly autonomous geo-political units and combine to form "Switzerland".
- 2 Annuaire Statistique de la Suisse--1979. L'Office fédéral de la statistique; (éditions Birkhauser), Bâle.
- 3 The author experienced difficulty in attempting to reconcile species listed by the FAO in Table A-2 with those species listed as available in the eight major lakes (whose information is provided by L'Association des Paysans). The FAO source is l'Office fédéral de la protection de l'environnement, Division des sciences naturelles et de la pêche, Département de l'intérieur. The latter (FAO information) was chosen for use in this Report as it appears to reflect all commercial fisheries in the country; however it leaves the question of matching the two species availability or "catch" lists somewhat confused and unresolved.

