

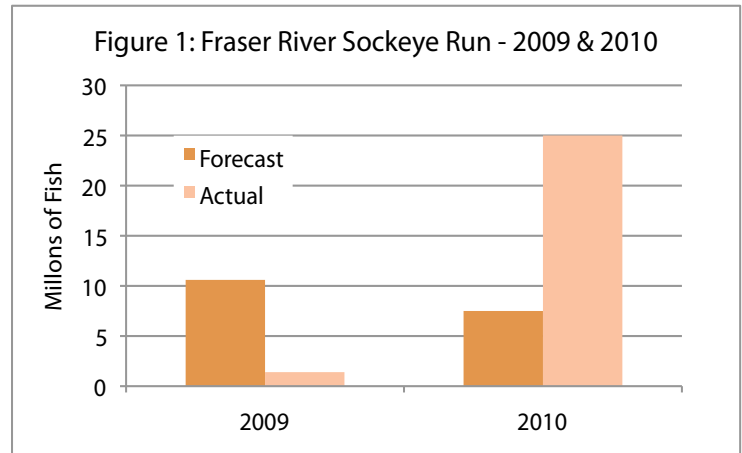
# Market Update

## FRASER RIVER SOCKEYE SALMON

[www.tradexfoods.com/reports](http://www.tradexfoods.com/reports)

### Fraser River Sockeye Salmon

- The Fraser River Sockeye Salmon run had a slow start - but recent numbers are showing that returns could top 25 million fish, making it almost 4 times the forecast and the largest run in nearly 100 years.
- The high numbers come after a disappointing 2009 - 11 million fish were forecasted and only 1.5 million returned (Figure 1).
- Low numbers in 2009 were a mystery and prompted claims that the fishery was commercially extinct.
- The Sockeye fishery was last open to commercial vessels in 2006, when a catch of 3.7 million fish was approved. In 2008, a limited fishery was opened and only 17,000 Sockeye were caught. This years' numbers prove the fishery is resilient.

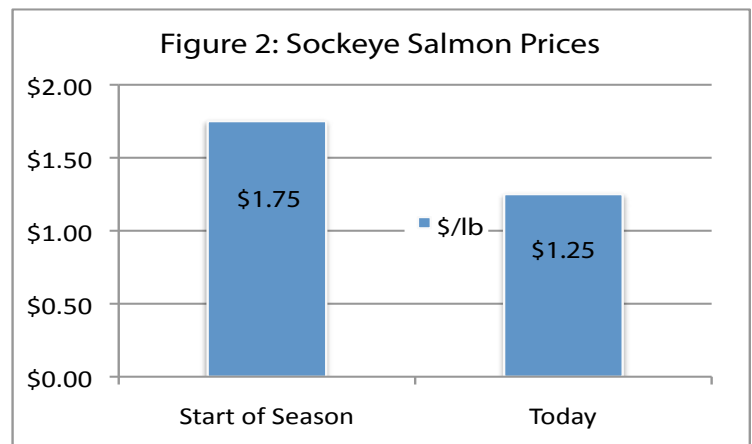


\*Note: 2010 actual is a preliminary estimate

Source: Seafood News.com & Department of Oceans & Fisheries, 2010

### Economic Impact

- Fish packing plants and processors are unprepared for such a large harvest - many boats and plants stopped working over the the last few years because of the low harvests.
- Without freezer and storage capacity, some are worried that large amounts of fish may go bad.
- Fraser Sockeye have not been sold on international markets for several years, yet demand is still present. Processors are packaging the unexpected supply as frozen product for export to Japan and Europe.
- Increased supply has put downward pressure on prices - fishermen received \$1.75/lb at the start of the season, but are only getting \$1.25/lb now (Figure 2).
- Compared to last year, prices consumers pay for Sockeye Salmon fillets have the potential to drop as well.
- Given international demand for sustainable fish, the recent MSC Certification of Fraser Sockeye will keep prices from bottoming-out .



Source: The Vancouver Sun, 2010

