

XXIX Encontro da APHES

Departamento de História e de Estudos Políticos e Internacionais da

Faculdade de Letras da Universidade do Porto

13-14 de Novembro de 2009

The expansion of Portuguese canned fish consumption in the USA market between the Great Wars

Maria Cristina Moreira
University of Minho
mcristina@eeg.uminho.pt

José Manuel Lopes Cordeiro
University of Minho
cordeiro@ics.uminho.pt

Abstract

From its beginnings in the late 19th century, the modern canned fish industry has always played a major part in the Portuguese economy, being one of its few export sectors. The Portuguese canned fish industry developed dramatically during World War I, entering a state of generalized crisis from the end of that conflict owing to the downturn in external demand. This study aims to present the strategies then followed by the Portuguese authorities to increase and diversify its export markets.

This case study focuses on the North American market, particularly the analysis of competition to the Portuguese canned fish industry, and the North American consumption and production of canned fish. Official reports and external trade statistics are the main sources on which this study is based.

Keywords: Canned fish; production, consumption, foreign trade
JEL: N.